

Pet Supplements Market Soars: Key Trends, Growth Drivers, and Opportunities Revealed for 2025 | DataM Intelligence

The Global Pet Supplements Market is estimated to reach at a CAGR of 6.94% during the forecast period (2024-2031).

AUSTIN, TX, UNITED STATES, August 25, 2025 /EINPresswire.com/ -- Overview of the Market:

The [Pet Supplements Market](#) has experienced robust growth in recent years, driven by rising pet ownership, increasing humanization of pets, and heightened awareness of preventive pet healthcare. Pet parents are more conscious about extending the lifespan and improving the quality of life of their furry companions. Supplements designed for joint health, skin and coat care, digestion, and immunity have witnessed increased demand as consumers view them as essential for maintaining pet well-being. With the expansion of e-commerce and pet-specialty retail, these products have become more accessible than ever.

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The Global Pet Supplements Market is witnessing robust growth, driven by rising pet health awareness, premium nutrition demand, and innovative supplement products.”

DataM Intelligence

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According to DataM Intelligence, The Global Pet Supplements Market was valued at US\$ 2,036.53 million in 2023 and is projected to reach US\$ 3,461.40 million by 2031, growing at a CAGR of 6.94% during 2024–2031. Growth is primarily driven by the rising demand for natural and organic supplements, increased spending on pet

health, and growing veterinary recommendations. Among product categories, nutritional supplements hold the largest share, while North America leads the global market due to high



DATA INTELLIGENCE **Pet Supplements Market**

CAGR of 6.94%

Key players:

- Now Foods
- Zesty Paws
- NuVet Labs
- Tomlyn
- Naturvet Company
- Pet Health Solutions
- Vetriscience Laboratories
- Pet Naturals

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Pet Supplements Market

disposable incomes, advanced pet healthcare infrastructure, and growing adoption of companion animals.

Key Highlights from the Report:

Rising consumer preference for natural and organic pet supplements.
Joint health and digestive supplements dominate product demand.
North America holds the leading share of global market revenues.
Online retail and subscription-based sales are expanding rapidly.
Veterinarians are playing a bigger role in guiding pet owners to choose supplements.
Growing trust in veterinary advice is driving higher adoption of supplements.

Market Segmentation:

The Pet Supplements Market is classified according to product type, application, and distribution channel. The market includes a wide range of products such as multivitamins, omega-3 fatty acids, probiotics, supplements for joint health, and formulations for skin and coat care. Among these, joint health supplements hold a dominant position due to rising cases of arthritis and obesity in pets, especially in older dogs. Probiotics and digestive aids are also gaining popularity, as gastrointestinal health is a growing concern among pet owners.

In terms of end-use, the market is dominated by dogs and cats, with dogs accounting for the majority of supplement consumption. Canine health supplements dominate the market owing to a higher global dog ownership rate and the diverse range of health conditions addressed by supplements. Cat supplements are steadily growing, particularly in urban households, where indoor cats are prone to obesity and urinary tract issues.

Distribution channels include veterinary clinics, specialty pet stores, supermarkets, and e-commerce platforms. Online sales are rapidly growing due to convenience, wide product availability, and subscription models that ensure consistent supply for pet owners.

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Regional Insights:

The Pet Supplements Market demonstrates varied regional growth trends. North America remains the largest market, supported by strong awareness campaigns, advanced pet healthcare, and premiumization of pet products. The United States accounts for the majority share due to high per capita spending on pets and rising veterinary recommendations for supplements.

Europe is another significant region, where countries like Germany, France, and the UK are

leading markets. The trend of treating pets as family members has boosted demand for high-quality supplements. Additionally, regulations around pet food and supplement safety in the EU have encouraged innovation and consumer trust.

Asia-Pacific is emerging as the fastest-growing region, particularly in markets like China, Japan, and India. Rapid urbanization, a burgeoning middle-class population, and more knowledge of pet health are driving up demand for supplements. Japan, with its aging pet population, shows strong demand for joint health and functional supplements. Meanwhile, Latin America and the Middle East are gradually catching up, driven by rising pet adoption and modern retail expansion.

Market Dynamics:

Market Drivers

The key drivers for the pet supplements market include increasing pet ownership rates, rising expenditure on pet healthcare, and growing awareness about preventive care. The growing humanization of pets has driven a stronger preference for premium supplement adoption. Veterinarians and influencers within the pet healthcare ecosystem are playing an essential role in promoting supplement usage, further driving growth.

Market Restraints

Despite strong growth potential, the market faces challenges such as regulatory uncertainties in labeling and formulation standards across different countries. Additionally, lack of awareness in developing markets and counterfeit products in online distribution channels may hinder overall growth.

Market Opportunities

The growing shift towards natural, plant-based, and organic supplements presents a huge opportunity for innovation. Companies investing in functional treats and advanced formulations targeting specific health conditions are likely to gain a competitive edge. Furthermore, the expansion of subscription-based delivery services and e-commerce platforms opens new revenue streams for brands.

Frequently Asked Questions (FAQs):

What is the current size of the global pet supplements market?

Who are the key companies shaping this industry?

How fast is the market expected to grow through 2031?

What is the projected market outlook by 2032?

Which region is anticipated to dominate the pet supplements market?

Company Insights:

Leading companies shaping the pet supplements market include:

Now Foods
Nutramax Laboratories Consumer Care, Inc.
Zesty Paws
NuVet Labs
Tomlyn
Naturvet Company
Pet Health Solutions
Vetriscience Laboratories
Pet Naturals
Swanson

Recent Developments:

USA:

In May 2025, Zesty Paws launched a new range of probiotic chews targeting canine digestive health.

In March 2025, Nutramax Laboratories expanded its joint health supplement portfolio with advanced formulations for senior dogs.

Japan:

In June 2025, a leading Japanese pet nutrition company introduced plant-based supplements for aging cats.

In April 2025, Japan witnessed the launch of functional treats designed to enhance feline urinary tract health.

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Conclusion:

The Pet Supplements Market is poised for continued expansion, fueled by increasing pet humanization, rising awareness of preventive care, and growing consumer preference for natural solutions. While North America remains the leader, Asia-Pacific is emerging as the fastest-growing region, offering vast opportunities for market players. Companies that innovate with functional, high-quality, and safe supplements will be well-positioned to capitalize on the growing global demand.

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