US Pet Supplements Market Report 2024-2032, Featuring Ark Naturals, Garmon,Kemin Industries, Nestle, Purina Petcare, Novotech Nutraceuticals, Nutramax Laboratories, PetHonesty, Virbac and Zoetis- ResearchAndMarkets.com

Published	October 11, 2024
Publisher/Source	Business Wire press release for ResearchAndMarkets.com
Forecast Period	2023 - 2032
Pages	141
Source URL	https://www.businesswire.com/news/home/20241011619709/en/US-Pet-Supplements-Market-Report-2024-2032-Featuring-Ark-Naturals-Garmon-Kemin-Industries-Nestle-Purina-Petcare-Novotech-Nutraceuticals-Nutramax-Laboratories-PetHonesty-Virbac-and-Zoetis---Res earchAndMarkets.com

Overview

The U.S. pet supplements market is experiencing significant growth, driven by increasing pet ownership and a rising focus on pet health. In 2024, the market is valued at approximately $4 billion and is expected to grow steadily. This growth is fueled by the rising awareness of pet nutrition and wellness, with pet owners seeking supplements to enhance their pets' health and longevity.

Key product categories include joint health, digestive health, and skin and coat supplements. Market dynamics are influenced by trends such as natural and organic products and the growing popularity of online retail channels. Major players in the market include Nestle Purina, Mars Petcare, and Spectrum Brands, which are innovating and expanding their product lines to meet consumer demands.

Growth Influencers

The U.S. pet supplements market is experiencing robust growth, driven by increased spending on pet care and a heightened focus on pet health. Pet ownership entails significant financial commitments, with the average annual cost for dog owners reaching approximately $1,533, which includes veterinary care, insurance, and boarding. Pet insurance, averaging $44 per month for dogs, offers a crucial safety net for unexpected veterinary expenses. Spending patterns reveal that dog owners prioritize veterinary care, food, and grooming, while cat owners focus on food, veterinary services, and toys. The aging pet population has also led to a rise in age-related health issues, driving demand for supplements like glucosamine and probiotics. As pet owners seek targeted nutritional support for chronic conditions such as obesity and allergies, the market for supplements continues to expand.

Segment Highlights

- The dog segment holds a substantial 57.7% share and exhibits a CAGR of 6.9% as of 2023.This dominance stems from dogs being the most popular pets in American households, with 44.5% of homes owning at least one dog.
- The Hip & Joint segment commands a 27.3% share and shows a CAGR of 7.8% as of 2023.
- The Multivitamins segment holds a leading share of 36.3% in the U.S. pet supplements market as of 2023, with a strong CAGR of 7.5%.
- The Chewable Tablets segment dominates the U.S. pet supplements market with a 43.3% share and a notable CAGR of 7.8% as of 2023.
- The Conventional segment holds a 79.1% share of the U.S. pet supplements market, while the Organic segment is growing rapidly with a CAGR of 7.6%.
- The Residential segment commands an 87.3% share as of 2023, with a notable CAGR of 6.7%.
- The Offline segment leads the U.S. pet supplements market with a 67.1% share as of 2023. The smaller Online segment is growing rapidly, with a CAGR of 7.2%, driven by the convenience of e-commerce.
- In the U.S. pet supplements market, the Contract/Outsource (CDMOs) segment holds a significant 66.0% share as of 2023 and exhibits a strong CAGR of 6.8%.

Competitive Landscape

The U.S. pet supplements market is marked by a highly competitive landscape, dominated by major players such as Nestle Purina Petcare, Zoetis Inc. (Platinum Performance), Evonik Industries AG, Kemin Industries, Inc., Virbac, Nordic Naturals, Dechra Pharmaceuticals PLC, and Nutramax Laboratories, Inc., collectively holding over 65% of the market share.

As the U.S. pet supplements industry continues to grow, competition among these leading entities is expected to intensify. The demand for continuous innovation and adherence to evolving customer preferences and regulatory standards is crucial.

Report Insights

- The US Pet Supplements market is projected to grow from $1.08 billion in 2023 to $1.88 billion by 2032, at a CAGR of 6.6%.
- Dogs dominate the market with a 57.7% share and a CAGR of 6.9%.
- Increased awareness of pet nutrition is fueling demand for health supplements.
- Key players include Nestle Purina, Mars Petcare, and Spectrum Brands, controlling over 65% of the market.

Top 10 Companies Profiled

- Ark Naturals
- Food Science Corporation
- Garmon Corporation
- Kemin Industries, Inc.
- Nestle Purina Petcare
- **Novotech Nutraceuticals, Inc.**
- Nutramax Laboratories, Inc.
- PetHonesty
- Virbac
- Zoetis Inc.

Key Attributes:

Report Attribute	Details
No. of Pages	141
Forecast Period	2023 - 2032
Estimated Market Value (USD) in 2023	$1.08 billion
Forecasted Market Value (USD) by 2032	$1.88 billion
Compound Annual Growth Rate	6.6%
Regions Covered	United States

Segment Overview

The US Pet Supplements market is categorized based on Pet, Specialty, Product Type, Product Form, Source, End User, Distribution Channel and Manufacturing. Segment categories include dog and cat; hip and joint, digestive health, dental care, anxiety stress, general health / multi-vitamin, heart and liver, skin and coat, allergies / immune support, and urinary tract health; glucosamine, probiotics, multivitamins, omega-3 fatty acids, and others; chewable tablets, soft gels, capsules, powders, liquids, and others; organic and conventional; residential and commercial; online, company websites, e-commerce, offline, supermarkets / hypermarkets, specialty stores, and others; inhouse and contract/outsource (CDMOs).

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