

Global Omega-3 Pet Supplement Market Size Study, by Pet Type (Dogs, Cats, Birds, Others), by Form (Capsule, Chewable, Gel, Liquid), by Application (Bones and Muscles, Skin and Coat Health, Digestive Health, Immune System, Weight Management), by Sales Channel (Store-Based Retailing, Hypermarkets/Supermarkets, Convenience Stores, Mom & Pop Stores, Pet Food Stores, Independent Grocery Retailers, Other Retail Formats and Online Retailers), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G4C5707EEC9CEN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G4C5707EEC9CEN

Abstracts

Global Omega-3 Pet Supplement Market is valued at approximately USD 1.19 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 7.9% over the forecast period 2024-2032. Omega-3 pet supplements are concentrated sources of essential fatty acids, like EPA and DHA, typically derived from fish oil. These fatty acids offer a range of benefits for pets, promoting healthy skin and coat, supporting joints, and potentially boosting immunity and heart health. The increasing awareness of overall pet health and wellness, coupled with an understanding of the benefits of omega-3 supplements, is significantly driving the market. The rapid rise in pet adoption globally is creating new growth avenues for manufacturers of omega-3 pet supplements.

The demand for omega-3 pet supplements is increasing rapidly across the world. As a result, key companies are focusing on acquisitions to expand their product portfolio, regional presence, and distribution networks. The surge in pet ownership globally is expected to play a crucial role in boosting sales during the forecast period. There is a

notable spike in pet adoption, particularly in the United States, driven by the growing number of pet enthusiasts, which, in turn, is creating lucrative growth prospects for market players. According to WorldAnimalFoundation.org, around 4.8 million cats and dogs are adopted annually in the United States. This surge in pet adoption is anticipated to increase the importance and usage of pet supplements, including omega-3-based ones. Nations with higher pet adoption rates will eventually become key targets for manufacturers of omega-3 pet supplements. Thus, companies need to closely monitor pet adoption rates before entering a region or expanding their presence.

The growing popularity of pet humanization and increasing interest in preventive healthcare are key trends in the omega-3 pet supplement market. Because of the pet humanization trend, pet owners are willing to spend more on the health and well-being of their animals, which is likely to boost demand for premium pet products, including omega-3-based supplements. Innovations in the production of omega-3 pet supplements are also creating new growth avenues, with leading players shifting their focus toward developing plant-based omega-3 pet supplements. This will provide an additional thrust to market expansion through 2034.

The increased prominence of healthy products by prominent marketers, independent retailers, and large pet specialty stores is boosting awareness of pet supplements. Pet owners are increasingly looking for high-quality supplements for their animals, and retailers are adapting by educating themselves on the science behind condition-specific supplements. Omega-3 supplements for pets are becoming more accessible and easier to understand, with retailers assisting pet owners in refining their pets' diets with natural supplements by categorizing and showcasing these products based on their benefits, purposes, and functions.

The key regions considered for the global Omega-3 Pet Supplement Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Omega-3 Pet Supplement Market in terms of revenue. The market growth in the region is being attributed to factors including growing trend of pet humanization and rising pet ownership. Pet owners, viewing their companions as family, are increasingly invested in their health. This, coupled with awareness of omega-3's benefits for joint health, skin, and potentially cognitive function in pets, fuels market growth. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by growing pet ownership trend and rising disposable income. Fueled by a focus on premium pet care and increasing awareness of omega-3's health benefits for pets' skin, joints, and potentially cognitive function, pet owners in this region are spending more on these supplements.

Major market players included in this report are:

1. Nutramax
2. Nordic Naturals
3. Bayer
4. Nutri Pets
5. Vet's Best
6. Eukanuba
7. Hill's

Simen Pets

Solid Gold

NutraPak USA

BioThrive Sciences

Icelandirect

Genesisomega

Iams

Exerfit Wellness

The detailed segments and sub-segment of the market are explained below:

By Pet Type:

Dogs

Cats

Birds

Others

By Form:

Capsule

Chewable

Gel

Liquid

By Application:

Bones and Muscles

Skin and Coat Health

Digestive Health

Immune System

Weight Management

By Sales Channel:

Store-Based Retailing

Hypermarkets/Supermarkets

Convenience Stores

Mom & Pop Stores

Pet Food Stores

Independent Grocery Retailers

Other Retail Formats

Online Retailers

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

RoLA

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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