

Global Veterinary Nutraceuticals Market Research Report 2026(Status and Outlook)

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Abstracts

Veterinary nutraceuticals refer to products used to supplement the daily nutritional needs of animals, enhance immunity, promote growth and development, or assist in disease recovery. The main functions include providing essential nutrients such as vitamins, minerals, amino acids, etc., regulating animal physiological functions, improving health conditions, and enhancing production performance. According to product types, veterinary nutraceuticals are mainly divided into beauty hair skincare products, calcium supplements and bone strengthening products, gastrointestinal conditioning products, joint maintenance products, immune enhancement products, and comprehensive nutritional products. The market size of veterinary nutraceuticals maintains a certain growth trend, mainly driven by the increase in pet ownership rates, advances in animal medicine technology, and increasing emphasis on animal health. Pet owners pay special attention to the nutritional supplementation and disease prevention of their pets, which has driven the rapid growth of the high-quality veterinary nutraceuticals market. The application of new technologies such as biotechnology and microecological preparations has promoted innovation in veterinary nutraceuticals. For example, the development of probiotic preparations and functional amino acid products has significantly improved the effectiveness and market competitiveness of the products. Governments around the world have introduced policies to encourage the research and innovation of veterinary nutraceuticals, while strengthening quality supervision and promoting the standardized development of the industry. International companies such as Merck and Pfizer have strong competitiveness in both international and domestic markets with advanced technology and rich experience. Domestic enterprises such as China Animal Husbandry Industry and Ringpu Biology occupy an important position in the domestic market with their technological advantages and brand influence. In addition to increasing research and development investment and launching products with independent intellectual property rights, the competitive strategy of

enterprises also includes establishing brand awareness and consumer loyalty through market promotion and high-quality services, while integrating online and offline to expand market coverage. With the diversification of consumer demand, veterinary nutraceuticals will develop towards refinement and customization. For example, providing personalized products for different animal species, growth stages, and health needs. In the future, the industry will pay more attention to green environmental protection and sustainable development, such as developing low residue, high-efficiency microecological agents and functional additives to reduce negative impacts on the environment.

The global Veterinary Nutraceuticals market size was estimated at USD 2400.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 0.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Veterinary Nutraceuticals market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Veterinary Nutraceuticals market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Veterinary Nutraceuticals market.

Global Veterinary Nutraceuticals Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

PetIQ

MediVet

Ceva Sante Animale

Vetoquinol

Heska

Boehringer Ingelheim

Phibro Animal Health

IDEXX Laboratories

Virbac

Dechra Pharmaceuticals

Royal Canin

Zoetis

Neogen

Merck Animal Health

Elanco

Pfizer

China Animal Husbandry Industry

NOURSE

Hanwei Pet

Ringpu Biology

Pulike

Hisen Animal Health

Hebei Ruihui Animal Pharmaceutical

Huachi Nature life

Market Segmentation (by Type)

Beauty Hair Skincare Products

Calcium Supplements And Bone Strengthening Products

Gastrointestinal Conditioning Products

Joint Maintenance Products

Immune Enhancement Products

Comprehensive Nutritional Products

Market Segmentation (by Application)

Poultry

Livestock

Pet

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Veterinary Nutraceuticals Market

Overview of the regional outlook of the Veterinary Nutraceuticals Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Veterinary Nutraceuticals Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help

readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Veterinary Nutraceuticals, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth

as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Veterinary Nutraceuticals

1.2 Key Market Segments

1.2.1 Veterinary Nutraceuticals Segment by Type

1.2.2 Veterinary Nutraceuticals Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 VETERINARY NUTRACEUTICALS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Veterinary Nutraceuticals Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Veterinary Nutraceuticals Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 VETERINARY NUTRACEUTICALS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Veterinary Nutraceuticals Product Life Cycle

3.3 Global Veterinary Nutraceuticals Sales by Manufacturers (2020-2025)

3.4 Global Veterinary Nutraceuticals Revenue Market Share by Manufacturers (2020-2025)

3.5 Veterinary Nutraceuticals Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Veterinary Nutraceuticals Average Price by Manufacturers (2020-2025)

3.7 Manufacturers' Manufacturing Sites, Areas Served, and Product Types

3.8 Veterinary Nutraceuticals Market Competitive Situation and Trends

3.8.1 Veterinary Nutraceuticals Market Concentration Rate

3.8.2 Global 5 and 10 Largest Veterinary Nutraceuticals Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 VETERINARY NUTRACEUTICALS INDUSTRY CHAIN ANALYSIS

4.1 Veterinary Nutraceuticals Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF VETERINARY NUTRACEUTICALS MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Veterinary Nutraceuticals Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy – April 2025

5.6.3 Global Trade Frictions and Their Impacts to Veterinary Nutraceuticals Market

5.7 ESG Ratings of Leading Companies

6 VETERINARY NUTRACEUTICALS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Veterinary Nutraceuticals Sales Market Share by Type (2020-2025)

6.3 Global Veterinary Nutraceuticals Market Size by Type (2020-2025)

6.4 Global Veterinary Nutraceuticals Price by Type (2020-2025)

7 VETERINARY NUTRACEUTICALS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Veterinary Nutraceuticals Market Sales by Application (2020-2025)
- 7.3 Global Veterinary Nutraceuticals Market Size (M USD) by Application (2020-2025)
- 7.4 Global Veterinary Nutraceuticals Sales Growth Rate by Application (2020-2025)

8 VETERINARY NUTRACEUTICALS MARKET SALES BY REGION

- 8.1 Global Veterinary Nutraceuticals Sales by Region
 - 8.1.1 Global Veterinary Nutraceuticals Sales by Region
 - 8.1.2 Global Veterinary Nutraceuticals Sales Market Share by Region
- 8.2 Global Veterinary Nutraceuticals Market Size by Region
 - 8.2.1 Global Veterinary Nutraceuticals Market Size by Region
 - 8.2.2 Global Veterinary Nutraceuticals Market Size by Region
- 8.3 North America
 - 8.3.1 North America Veterinary Nutraceuticals Sales by Country
 - 8.3.2 North America Veterinary Nutraceuticals Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Veterinary Nutraceuticals Sales by Country
 - 8.4.2 Europe Veterinary Nutraceuticals Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Veterinary Nutraceuticals Sales by Region
 - 8.5.2 Asia Pacific Veterinary Nutraceuticals Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Veterinary Nutraceuticals Sales by Country
 - 8.6.2 South America Veterinary Nutraceuticals Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Veterinary Nutraceuticals Sales by Region

8.7.2 Middle East and Africa Veterinary Nutraceuticals Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 VETERINARY NUTRACEUTICALS MARKET PRODUCTION BY REGION

9.1 Global Production of Veterinary Nutraceuticals by Region(2020-2025)

9.2 Global Veterinary Nutraceuticals Revenue Market Share by Region (2020-2025)

9.3 Global Veterinary Nutraceuticals Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Veterinary Nutraceuticals Production

9.4.1 North America Veterinary Nutraceuticals Production Growth Rate (2020-2025)

9.4.2 North America Veterinary Nutraceuticals Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Veterinary Nutraceuticals Production

9.5.1 Europe Veterinary Nutraceuticals Production Growth Rate (2020-2025)

9.5.2 Europe Veterinary Nutraceuticals Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Veterinary Nutraceuticals Production (2020-2025)

9.6.1 Japan Veterinary Nutraceuticals Production Growth Rate (2020-2025)

9.6.2 Japan Veterinary Nutraceuticals Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Veterinary Nutraceuticals Production (2020-2025)

9.7.1 China Veterinary Nutraceuticals Production Growth Rate (2020-2025)

9.7.2 China Veterinary Nutraceuticals Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 PetIQ

10.1.1 PetIQ Basic Information

- 10.1.2 PetIQ Veterinary Nutraceuticals Product Overview
- 10.1.3 PetIQ Veterinary Nutraceuticals Product Market Performance
- 10.1.4 PetIQ Business Overview
- 10.1.5 PetIQ SWOT Analysis
- 10.1.6 PetIQ Recent Developments
- 10.2 MediVet
 - 10.2.1 MediVet Basic Information
 - 10.2.2 MediVet Veterinary Nutraceuticals Product Overview
 - 10.2.3 MediVet Veterinary Nutraceuticals Product Market Performance
 - 10.2.4 MediVet Business Overview
 - 10.2.5 MediVet SWOT Analysis
 - 10.2.6 MediVet Recent Developments
- 10.3 Ceva Sante Animale
 - 10.3.1 Ceva Sante Animale Basic Information
 - 10.3.2 Ceva Sante Animale Veterinary Nutraceuticals Product Overview
 - 10.3.3 Ceva Sante Animale Veterinary Nutraceuticals Product Market Performance
 - 10.3.4 Ceva Sante Animale Business Overview
 - 10.3.5 Ceva Sante Animale SWOT Analysis
 - 10.3.6 Ceva Sante Animale Recent Developments
- 10.4 Vetoquinol
 - 10.4.1 Vetoquinol Basic Information
 - 10.4.2 Vetoquinol Veterinary Nutraceuticals Product Overview
 - 10.4.3 Vetoquinol Veterinary Nutraceuticals Product Market Performance
 - 10.4.4 Vetoquinol Business Overview
 - 10.4.5 Vetoquinol Recent Developments
- 10.5 Heska
 - 10.5.1 Heska Basic Information
 - 10.5.2 Heska Veterinary Nutraceuticals Product Overview
 - 10.5.3 Heska Veterinary Nutraceuticals Product Market Performance
 - 10.5.4 Heska Business Overview
 - 10.5.5 Heska Recent Developments
- 10.6 Boehringer Ingelheim
 - 10.6.1 Boehringer Ingelheim Basic Information
 - 10.6.2 Boehringer Ingelheim Veterinary Nutraceuticals Product Overview
 - 10.6.3 Boehringer Ingelheim Veterinary Nutraceuticals Product Market Performance
 - 10.6.4 Boehringer Ingelheim Business Overview
 - 10.6.5 Boehringer Ingelheim Recent Developments
- 10.7 Phibro Animal Health
 - 10.7.1 Phibro Animal Health Basic Information

- 10.7.2 Phibro Animal Health Veterinary Nutraceuticals Product Overview
- 10.7.3 Phibro Animal Health Veterinary Nutraceuticals Product Market Performance
- 10.7.4 Phibro Animal Health Business Overview
- 10.7.5 Phibro Animal Health Recent Developments
- 10.8 IDEXX Laboratories
 - 10.8.1 IDEXX Laboratories Basic Information
 - 10.8.2 IDEXX Laboratories Veterinary Nutraceuticals Product Overview
 - 10.8.3 IDEXX Laboratories Veterinary Nutraceuticals Product Market Performance
 - 10.8.4 IDEXX Laboratories Business Overview
 - 10.8.5 IDEXX Laboratories Recent Developments
- 10.9 Virbac
 - 10.9.1 Virbac Basic Information
 - 10.9.2 Virbac Veterinary Nutraceuticals Product Overview
 - 10.9.3 Virbac Veterinary Nutraceuticals Product Market Performance
 - 10.9.4 Virbac Business Overview
 - 10.9.5 Virbac Recent Developments
- 10.10 Dechra Pharmaceuticals
 - 10.10.1 Dechra Pharmaceuticals Basic Information
 - 10.10.2 Dechra Pharmaceuticals Veterinary Nutraceuticals Product Overview
 - 10.10.3 Dechra Pharmaceuticals Veterinary Nutraceuticals Product Market Performance
 - 10.10.4 Dechra Pharmaceuticals Business Overview
 - 10.10.5 Dechra Pharmaceuticals Recent Developments
- 10.11 Royal Canin
 - 10.11.1 Royal Canin Basic Information
 - 10.11.2 Royal Canin Veterinary Nutraceuticals Product Overview
 - 10.11.3 Royal Canin Veterinary Nutraceuticals Product Market Performance
 - 10.11.4 Royal Canin Business Overview
 - 10.11.5 Royal Canin Recent Developments
- 10.12 Zoetis
 - 10.12.1 Zoetis Basic Information
 - 10.12.2 Zoetis Veterinary Nutraceuticals Product Overview
 - 10.12.3 Zoetis Veterinary Nutraceuticals Product Market Performance
 - 10.12.4 Zoetis Business Overview
 - 10.12.5 Zoetis Recent Developments
- 10.13 Neogen
 - 10.13.1 Neogen Basic Information
 - 10.13.2 Neogen Veterinary Nutraceuticals Product Overview
 - 10.13.3 Neogen Veterinary Nutraceuticals Product Market Performance

- 10.13.4 Neogen Business Overview
- 10.13.5 Neogen Recent Developments
- 10.14 Merck Animal Health
 - 10.14.1 Merck Animal Health Basic Information
 - 10.14.2 Merck Animal Health Veterinary Nutraceuticals Product Overview
 - 10.14.3 Merck Animal Health Veterinary Nutraceuticals Product Market Performance
 - 10.14.4 Merck Animal Health Business Overview
 - 10.14.5 Merck Animal Health Recent Developments
- 10.15 Elanco
 - 10.15.1 Elanco Basic Information
 - 10.15.2 Elanco Veterinary Nutraceuticals Product Overview
 - 10.15.3 Elanco Veterinary Nutraceuticals Product Market Performance
 - 10.15.4 Elanco Business Overview
 - 10.15.5 Elanco Recent Developments
- 10.16 Pfizer
 - 10.16.1 Pfizer Basic Information
 - 10.16.2 Pfizer Veterinary Nutraceuticals Product Overview
 - 10.16.3 Pfizer Veterinary Nutraceuticals Product Market Performance
 - 10.16.4 Pfizer Business Overview
 - 10.16.5 Pfizer Recent Developments
- 10.17 China Animal Husbandry Industry
 - 10.17.1 China Animal Husbandry Industry Basic Information
 - 10.17.2 China Animal Husbandry Industry Veterinary Nutraceuticals Product Overview
 - 10.17.3 China Animal Husbandry Industry Veterinary Nutraceuticals Product Market Performance
 - 10.17.4 China Animal Husbandry Industry Business Overview
 - 10.17.5 China Animal Husbandry Industry Recent Developments
- 10.18 NOURSE
 - 10.18.1 NOURSE Basic Information
 - 10.18.2 NOURSE Veterinary Nutraceuticals Product Overview
 - 10.18.3 NOURSE Veterinary Nutraceuticals Product Market Performance
 - 10.18.4 NOURSE Business Overview
 - 10.18.5 NOURSE Recent Developments
- 10.19 Hanwei Pet
 - 10.19.1 Hanwei Pet Basic Information
 - 10.19.2 Hanwei Pet Veterinary Nutraceuticals Product Overview
 - 10.19.3 Hanwei Pet Veterinary Nutraceuticals Product Market Performance
 - 10.19.4 Hanwei Pet Business Overview
 - 10.19.5 Hanwei Pet Recent Developments

10.20 Ringpu Biology

- 10.20.1 Ringpu Biology Basic Information
- 10.20.2 Ringpu Biology Veterinary Nutraceuticals Product Overview
- 10.20.3 Ringpu Biology Veterinary Nutraceuticals Product Market Performance
- 10.20.4 Ringpu Biology Business Overview
- 10.20.5 Ringpu Biology Recent Developments

10.21 Pulike

- 10.21.1 Pulike Basic Information
- 10.21.2 Pulike Veterinary Nutraceuticals Product Overview
- 10.21.3 Pulike Veterinary Nutraceuticals Product Market Performance
- 10.21.4 Pulike Business Overview
- 10.21.5 Pulike Recent Developments

10.22 Hisen Animal Health

- 10.22.1 Hisen Animal Health Basic Information
- 10.22.2 Hisen Animal Health Veterinary Nutraceuticals Product Overview
- 10.22.3 Hisen Animal Health Veterinary Nutraceuticals Product Market Performance
- 10.22.4 Hisen Animal Health Business Overview
- 10.22.5 Hisen Animal Health Recent Developments

10.23 Hebei Ruihui Animal Pharmaceutical

- 10.23.1 Hebei Ruihui Animal Pharmaceutical Basic Information
- 10.23.2 Hebei Ruihui Animal Pharmaceutical Veterinary Nutraceuticals Product Overview

Overview

- 10.23.3 Hebei Ruihui Animal Pharmaceutical Veterinary Nutraceuticals Product Market Performance
- 10.23.4 Hebei Ruihui Animal Pharmaceutical Business Overview
- 10.23.5 Hebei Ruihui Animal Pharmaceutical Recent Developments

10.24 Huachi Nature life

- 10.24.1 Huachi Nature life Basic Information
- 10.24.2 Huachi Nature life Veterinary Nutraceuticals Product Overview
- 10.24.3 Huachi Nature life Veterinary Nutraceuticals Product Market Performance
- 10.24.4 Huachi Nature life Business Overview
- 10.24.5 Huachi Nature life Recent Developments

11 VETERINARY NUTRACEUTICALS MARKET FORECAST BY REGION

11.1 Global Veterinary Nutraceuticals Market Size Forecast

11.2 Global Veterinary Nutraceuticals Market Forecast by Region

- 11.2.1 North America Market Size Forecast by Country
- 11.2.2 Europe Veterinary Nutraceuticals Market Size Forecast by Country

- 11.2.3 Asia Pacific Veterinary Nutraceuticals Market Size Forecast by Region
- 11.2.4 South America Veterinary Nutraceuticals Market Size Forecast by Country
- 11.2.5 Middle East and Africa Forecasted Sales of Veterinary Nutraceuticals by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global Veterinary Nutraceuticals Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Veterinary Nutraceuticals by Type (2026-2035)
 - 12.1.2 Global Veterinary Nutraceuticals Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of Veterinary Nutraceuticals by Type (2026-2035)
- 12.2 Global Veterinary Nutraceuticals Market Forecast by Application (2026-2035)
 - 12.2.1 Global Veterinary Nutraceuticals Sales (K MT) Forecast by Application
 - 12.2.2 Global Veterinary Nutraceuticals Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global Veterinary Nutraceuticals Market Size by Type (M USD)
Table 4. Global Veterinary Nutraceuticals Market Size by Application
Table 5. Veterinary Nutraceuticals Market Size Comparison by Region (M USD)
Table 6. Global Veterinary Nutraceuticals Sales (K MT) by Manufacturers (2020-2025)
Table 7. Global Veterinary Nutraceuticals Sales Market Share by Manufacturers (2020-2025)
Table 8. Global Veterinary Nutraceuticals Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global Veterinary Nutraceuticals Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Veterinary Nutraceuticals as of 2025)
Table 11. Global Market Veterinary Nutraceuticals Average Price (USD/KG) of Key Manufacturers (2020-2025)
Table 12. Manufacturers' Manufacturing Sites, Areas Served
Table 13. Manufacturers' Product Type
Table 14. Global Veterinary Nutraceuticals Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 15. Mergers & Acquisitions, Expansion Plans
Table 16. Market Overview of Key Raw Materials
Table 17. Midstream Market Analysis
Table 18. Downstream Customer Analysis
Table 19. Key Development Trends
Table 20. Driving Factors
Table 21. Veterinary Nutraceuticals Market Challenges
Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 26. Global Veterinary Nutraceuticals Sales by Type (K MT)
Table 27. Global Veterinary Nutraceuticals Market Size by Type (M USD)
Table 28. Global Veterinary Nutraceuticals Sales (K MT) by Type (2020-2025)

Table 29. Global Veterinary Nutraceuticals Sales Market Share by Type (2020-2025)
Table 30. Global Veterinary Nutraceuticals Market Size (M USD) by Type (2020-2025)
Table 31. Global Veterinary Nutraceuticals Market Share by Type (2020-2025)
Table 32. Global Veterinary Nutraceuticals Price (USD/KG) by Type (2020-2025)
Table 33. Global Veterinary Nutraceuticals Sales (K MT) by Application
Table 34. Global Veterinary Nutraceuticals Market Size by Application
Table 35. Global Veterinary Nutraceuticals Sales by Application (2020-2025) & (K MT)
Table 36. Global Veterinary Nutraceuticals Sales Market Share by Application (2020-2025)
Table 37. Global Veterinary Nutraceuticals Market Size by Application (2020-2025) & (M USD)
Table 38. Global Veterinary Nutraceuticals Market Share by Application (2020-2025)
Table 39. Global Veterinary Nutraceuticals Sales Growth Rate by Application (2020-2025)
Table 40. Global Veterinary Nutraceuticals Sales by Region (2020-2025) & (K MT)
Table 41. Global Veterinary Nutraceuticals Sales Market Share by Region (2020-2025)
Table 42. Global Veterinary Nutraceuticals Market Size by Region (2020-2025) & (M USD)
Table 43. Global Veterinary Nutraceuticals Market Size by Region (2020-2025)
Table 44. North America Veterinary Nutraceuticals Sales by Country (2020-2025) & (K MT)
Table 45. North America Veterinary Nutraceuticals Market Size by Country (2020-2025) & (M USD)
Table 46. Europe Veterinary Nutraceuticals Sales by Country (2020-2025) & (K MT)
Table 47. Europe Veterinary Nutraceuticals Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific Veterinary Nutraceuticals Sales by Region (2020-2025) & (K MT)
Table 49. Asia Pacific Veterinary Nutraceuticals Market Size by Region (2020-2025) & (M USD)
Table 50. South America Veterinary Nutraceuticals Sales by Country (2020-2025) & (K MT)
Table 51. South America Veterinary Nutraceuticals Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Veterinary Nutraceuticals Sales by Region (2020-2025) & (K MT)
Table 53. Middle East and Africa Veterinary Nutraceuticals Market Size by Region (2020-2025) & (M USD)
Table 54. Global Veterinary Nutraceuticals Production (K MT) by Region(2020-2025)
Table 55. Global Veterinary Nutraceuticals Revenue (US\$ Million) by Region

(2020-2025)

Table 56. Global Veterinary Nutraceuticals Revenue Market Share by Region

(2020-2025)

Table 57. Global Veterinary Nutraceuticals Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 58. North America Veterinary Nutraceuticals Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 59. Europe Veterinary Nutraceuticals Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 60. Japan Veterinary Nutraceuticals Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 61. China Veterinary Nutraceuticals Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 62. PetIQ Basic Information

Table 63. PetIQ Veterinary Nutraceuticals Product Overview

Table 64. PetIQ Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 65. PetIQ Business Overview

Table 66. PetIQ SWOT Analysis

Table 67. PetIQ Recent Developments

Table 68. MediVet Basic Information

Table 69. MediVet Veterinary Nutraceuticals Product Overview

Table 70. MediVet Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 71. MediVet Business Overview

Table 72. MediVet SWOT Analysis

Table 73. MediVet Recent Developments

Table 74. Ceva Sante Animale Basic Information

Table 75. Ceva Sante Animale Veterinary Nutraceuticals Product Overview

Table 76. Ceva Sante Animale Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 77. Ceva Sante Animale Business Overview

Table 78. Ceva Sante Animale SWOT Analysis

Table 79. Ceva Sante Animale Recent Developments

Table 80. Vetoquinol Basic Information

Table 81. Vetoquinol Veterinary Nutraceuticals Product Overview

Table 82. Vetoquinol Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 83. Vetoquinol Business Overview

Table 84. Vetoquinol Recent Developments
Table 85. Heska Basic Information
Table 86. Heska Veterinary Nutraceuticals Product Overview
Table 87. Heska Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 88. Heska Business Overview
Table 89. Heska Recent Developments
Table 90. Boehringer Ingelheim Basic Information
Table 91. Boehringer Ingelheim Veterinary Nutraceuticals Product Overview
Table 92. Boehringer Ingelheim Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 93. Boehringer Ingelheim Business Overview
Table 94. Boehringer Ingelheim Recent Developments
Table 95. Phibro Animal Health Basic Information
Table 96. Phibro Animal Health Veterinary Nutraceuticals Product Overview
Table 97. Phibro Animal Health Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 98. Phibro Animal Health Business Overview
Table 99. Phibro Animal Health Recent Developments
Table 100. IDEXX Laboratories Basic Information
Table 101. IDEXX Laboratories Veterinary Nutraceuticals Product Overview
Table 102. IDEXX Laboratories Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 103. IDEXX Laboratories Business Overview
Table 104. IDEXX Laboratories Recent Developments
Table 105. Virbac Basic Information
Table 106. Virbac Veterinary Nutraceuticals Product Overview
Table 107. Virbac Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 108. Virbac Business Overview
Table 109. Virbac Recent Developments
Table 110. Dechra Pharmaceuticals Basic Information
Table 111. Dechra Pharmaceuticals Veterinary Nutraceuticals Product Overview
Table 112. Dechra Pharmaceuticals Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 113. Dechra Pharmaceuticals Business Overview
Table 114. Dechra Pharmaceuticals Recent Developments
Table 115. Royal Canin Basic Information
Table 116. Royal Canin Veterinary Nutraceuticals Product Overview

Table 117. Royal Canin Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 118. Royal Canin Business Overview
Table 119. Royal Canin Recent Developments
Table 120. Zoetis Basic Information
Table 121. Zoetis Veterinary Nutraceuticals Product Overview
Table 122. Zoetis Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 123. Zoetis Business Overview
Table 124. Zoetis Recent Developments
Table 125. Neogen Basic Information
Table 126. Neogen Veterinary Nutraceuticals Product Overview
Table 127. Neogen Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 128. Neogen Business Overview
Table 129. Neogen Recent Developments
Table 130. Merck Animal Health Basic Information
Table 131. Merck Animal Health Veterinary Nutraceuticals Product Overview
Table 132. Merck Animal Health Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 133. Merck Animal Health Business Overview
Table 134. Merck Animal Health Recent Developments
Table 135. Elanco Basic Information
Table 136. Elanco Veterinary Nutraceuticals Product Overview
Table 137. Elanco Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 138. Elanco Business Overview
Table 139. Elanco Recent Developments
Table 140. Pfizer Basic Information
Table 141. Pfizer Veterinary Nutraceuticals Product Overview
Table 142. Pfizer Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 143. Pfizer Business Overview
Table 144. Pfizer Recent Developments
Table 145. China Animal Husbandry Industry Basic Information
Table 146. China Animal Husbandry Industry Veterinary Nutraceuticals Product Overview
Table 147. China Animal Husbandry Industry Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 148. China Animal Husbandry Industry Business Overview
Table 149. China Animal Husbandry Industry Recent Developments
Table 150. NOURSE Basic Information
Table 151. NOURSE Veterinary Nutraceuticals Product Overview
Table 152. NOURSE Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 153. NOURSE Business Overview
Table 154. NOURSE Recent Developments
Table 155. Hanwei Pet Basic Information
Table 156. Hanwei Pet Veterinary Nutraceuticals Product Overview
Table 157. Hanwei Pet Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 158. Hanwei Pet Business Overview
Table 159. Hanwei Pet Recent Developments
Table 160. Ringpu Biology Basic Information
Table 161. Ringpu Biology Veterinary Nutraceuticals Product Overview
Table 162. Ringpu Biology Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 163. Ringpu Biology Business Overview
Table 164. Ringpu Biology Recent Developments
Table 165. Pulike Basic Information
Table 166. Pulike Veterinary Nutraceuticals Product Overview
Table 167. Pulike Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 168. Pulike Business Overview
Table 169. Pulike Recent Developments
Table 170. Hisen Animal Health Basic Information
Table 171. Hisen Animal Health Veterinary Nutraceuticals Product Overview
Table 172. Hisen Animal Health Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 173. Hisen Animal Health Business Overview
Table 174. Hisen Animal Health Recent Developments
Table 175. Hebei Ruihui Animal Pharmaceutical Basic Information
Table 176. Hebei Ruihui Animal Pharmaceutical Veterinary Nutraceuticals Product Overview
Table 177. Hebei Ruihui Animal Pharmaceutical Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 178. Hebei Ruihui Animal Pharmaceutical Business Overview
Table 179. Hebei Ruihui Animal Pharmaceutical Recent Developments

Table 180. Huachi Nature life Basic Information

Table 181. Huachi Nature life Veterinary Nutraceuticals Product Overview

Table 182. Huachi Nature life Veterinary Nutraceuticals Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 183. Huachi Nature life Business Overview

Table 184. Huachi Nature life Recent Developments

Table 185. Global Veterinary Nutraceuticals Sales Forecast by Region (2026-2035) & (K MT)

Table 186. Global Veterinary Nutraceuticals Market Size Forecast by Region (2026-2035) & (M USD)

Table 187. North America Veterinary Nutraceuticals Sales Forecast by Country (2026-2035) & (K MT)

Table 188. North America Veterinary Nutraceuticals Market Size Forecast by Country (2026-2035) & (M USD)

Table 189. Europe Veterinary Nutraceuticals Sales Forecast by Country (2026-2035) & (K MT)

Table 190. Europe Veterinary Nutraceuticals Market Size Forecast by Country (2026-2035) & (M USD)

Table 191. Asia Pacific Veterinary Nutraceuticals Sales Forecast by Region (2026-2035) & (K MT)

Table 192. Asia Pacific Veterinary Nutraceuticals Market Size Forecast by Region (2026-2035) & (M USD)

Table 193. South America Veterinary Nutraceuticals Sales Forecast by Country (2026-2035) & (K MT)

Table 194. South America Veterinary Nutraceuticals Market Size Forecast by Country (2026-2035) & (M USD)

Table 195. Middle East and Africa Veterinary Nutraceuticals Sales Forecast by Country (2026-2035) & (Units)

Table 196. Middle East and Africa Veterinary Nutraceuticals Market Size Forecast by Country (2026-2035) & (M USD)

Table 197. Global Veterinary Nutraceuticals Sales Forecast by Type (2026-2035) & (K MT)

Table 198. Global Veterinary Nutraceuticals Market Size Forecast by Type (2026-2035) & (M USD)

Table 199. Global Veterinary Nutraceuticals Price Forecast by Type (2026-2035) & (USD/KG)

Table 200. Global Veterinary Nutraceuticals Sales (K MT) Forecast by Application (2026-2035)

Table 201. Global Veterinary Nutraceuticals Market Size Forecast by Application

(2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Veterinary Nutraceuticals
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Veterinary Nutraceuticals Market Size (M USD), 2025-2035
- Figure 5. Global Veterinary Nutraceuticals Market Size (M USD) (2020-2035)
- Figure 6. Global Veterinary Nutraceuticals Sales (K MT) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Veterinary Nutraceuticals Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Veterinary Nutraceuticals Product Life Cycle
- Figure 13. Veterinary Nutraceuticals Sales Share by Manufacturers in 2025
- Figure 14. Global Veterinary Nutraceuticals Revenue Share by Manufacturers in 2025
- Figure 15. Veterinary Nutraceuticals Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Veterinary Nutraceuticals Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Veterinary Nutraceuticals Revenue in 2025
- Figure 18. Industry Chain Map of Veterinary Nutraceuticals
- Figure 19. Global Veterinary Nutraceuticals Market PEST Analysis
- Figure 20. Global Veterinary Nutraceuticals Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Veterinary Nutraceuticals Market Share by Type
- Figure 27. Sales Market Share of Veterinary Nutraceuticals by Type (2020-2025)
- Figure 28. Sales Market Share of Veterinary Nutraceuticals by Type in 2025
- Figure 29. Market Share of Veterinary Nutraceuticals by Type (2020-2025)
- Figure 30. Market Share of Veterinary Nutraceuticals by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Veterinary Nutraceuticals Market Share by Application

Figure 33. Global Veterinary Nutraceuticals Sales Market Share by Application (2020-2025)

Figure 34. Global Veterinary Nutraceuticals Sales Market Share by Application in 2025

Figure 35. Global Veterinary Nutraceuticals Market Share by Application (2020-2025)

Figure 36. Global Veterinary Nutraceuticals Market Share by Application in 2025

Figure 37. Global Veterinary Nutraceuticals Sales Growth Rate by Application (2020-2025)

Figure 38. Global Veterinary Nutraceuticals Sales Market Share by Region (2020-2025)

Figure 39. Global Veterinary Nutraceuticals Market Size by Region (2020-2025)

Figure 40. North America Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Veterinary Nutraceuticals Sales Market Share by Country in 2024

Figure 43. North America Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Veterinary Nutraceuticals Market Size by Country in 2024

Figure 45. U.S. Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Veterinary Nutraceuticals Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Veterinary Nutraceuticals Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Veterinary Nutraceuticals Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Veterinary Nutraceuticals Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Veterinary Nutraceuticals Sales Market Share by Country in 2024

Figure 53. Europe Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Veterinary Nutraceuticals Market Size by Country in 2024

Figure 55. Germany Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K

MT)

Figure 58. France Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Veterinary Nutraceuticals Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Veterinary Nutraceuticals Sales Market Share by Region in 2024

Figure 67. Asia Pacific Veterinary Nutraceuticals Market Size by Region in 2024

Figure 68. China Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Veterinary Nutraceuticals Sales and Growth Rate (K MT)

Figure 79. South America Veterinary Nutraceuticals Sales Market Share by Country in 2024

Figure 80. South America Veterinary Nutraceuticals Market Size and Growth Rate (M USD)

Figure 81. South America Veterinary Nutraceuticals Market Size by Country in 2024

Figure 82. Brazil Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Veterinary Nutraceuticals Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Veterinary Nutraceuticals Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Veterinary Nutraceuticals Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Veterinary Nutraceuticals Market Size by Region in 2024

Figure 92. Saudi Arabia Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Veterinary Nutraceuticals Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Veterinary Nutraceuticals Sales and Growth Rate (2020-2025)

& (K MT)

Figure 101. South Africa Veterinary Nutraceuticals Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Veterinary Nutraceuticals Production Market Share by Region (2020-2025)

Figure 103. North America Veterinary Nutraceuticals Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Veterinary Nutraceuticals Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Veterinary Nutraceuticals Production (K MT) Growth Rate (2020-2025)

Figure 106. China Veterinary Nutraceuticals Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Veterinary Nutraceuticals Sales Forecast by Volume (2020-2035) & (K MT)

Figure 108. Global Veterinary Nutraceuticals Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Veterinary Nutraceuticals Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Veterinary Nutraceuticals Market Share Forecast by Type (2026-2035)

Figure 111. Global Veterinary Nutraceuticals Sales Forecast by Application (2026-2035)

Figure 112. Global Veterinary Nutraceuticals Market Share Forecast by Application (2026-2035)

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