

Dog Intestinal Health Pet Dietary Supplement Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

<https://marketpublishers.com/r/D37496B95492EN.html>

Date: September 2024

Pages: 100

Price: US\$ 4,365.00 (Single User License)

ID: D37496B95492EN

Abstracts

The Global Dog Intestinal Health Pet Dietary Supplement Market reached USD 34.5 billion in 2023 and is expected to grow at a CAGR of 4.7% from 2024 to 2032. A significant trend in the industry is the increased use of multi-strain probiotics and prebiotics in supplements. Dog owners seek products that enhance gut health by combining various probiotic strains and prebiotic fibers. This combination aids digestion and maintains a balanced microbiome. According to the Pet Food Institute, 65% of dog owners prefer supplements with multiple probiotic strains.

The demand for natural and organic ingredients in these supplements is also rising. Consumers prioritize the safety and source of products for their dogs. They favor supplements made from high-quality, natural ingredients without synthetic additives. This trend aligns with a broader movement towards holistic and eco-friendly dog care. The American Dog Products Association reports that 70% of dog owners prefer natural ingredients in dog supplements. The market is segmented by product type into pills/tablets, chewables, drops, powders, and others. Chewable supplements led the market in 2023, generating over USD 14 billion in revenue. Chewable supplements are gaining popularity in the dog dietary supplement market, particularly for intestinal health. Consumers find them easier for dogs to consume compared to pills or powders. Based on price range, the market is classified into low, medium, and high. The medium price range dominated the market in 2023, with revenue exceeding USD 15.9 billion. The medium-priced segment (between USD 25-50) is expanding rapidly due to its balance of affordability and quality.

Dog owners prefer affordable supplements that deliver effective results, avoiding the high costs of premium products. This segment offers a balance, providing consumers with advanced ingredients like multi-strain probiotics and prebiotics, essential for good digestion. North America emerged as the leading region in the dog intestinal health pet

dietary supplement market, generating substantial revenue of USD 10.7 billion, and is expected to grow at a CAGR of 5.4% during the forecast period. The increase in dog ownership and the focus on dog health in North America are driving market growth. Dog owners are investing more in products that enhance their pets' overall health, particularly their digestive systems. This awareness has boosted the demand for gut health supplements containing probiotics, prebiotics, and fiber. According to the American Dog Products Association, spending on dog health products has increased by 10% annually. This trend reflects a shift towards preventive care and holistic health solutions, which are crucial for a dog's well-being and longevity.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 - 2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factors affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
 - 3.1.7 Retailers
- 3.2 Impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Rising dog ownership globally.
 - 3.2.1.2 Increased awareness of dog health and wellness.
 - 3.2.1.3 Demand for natural and organic supplements.
 - 3.2.1.4 Expansion of e-commerce platforms for dog products
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 High cost of premium supplements.
 - 3.2.2.2 Lack of standardized regulations
- 3.3 Consumer buying behavior analysis

- 3.3.1 Demographic trends
- 3.3.2 Factors affecting buying decision
- 3.3.3 Consumer product adoption
- 3.3.4 Preferred distribution channel
- 3.4 Growth potential analysis
- 3.5 Regulatory landscape
- 3.6 Pricing analysis
- 3.7 Porter's analysis
- 3.8 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 DOG INTESTINAL HEALTH PET DIETARY SUPPLEMENT MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 5.1 Key trends
- 5.2 Pills/tablets
- 5.3 Chewable
- 5.4 Drops
- 5.5 Powders
- 5.6 Others

CHAPTER 6 DOG INTESTINAL HEALTH PET DIETARY SUPPLEMENT MARKET ESTIMATES & FORECAST, BY SUPPLEMENT TYPE, 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 6.1 Key trends
- 6.2 Probiotics
 - 6.2.1 Lactobacillus
 - 6.2.2 Bifidobacterium
 - 6.2.3 Enterococcus
 - 6.2.4 Bacillus
 - 6.2.5 Others

6.3 Prebiotics

6.3.1 Inulin

6.3.2 FOS (Fructooligosaccharides)

6.3.3 Pectin

6.3.4 Others

6.4 Postbiotics

6.4.1 Lactate

6.4.2 Short-Chain Fatty Acids (SCFAs)

6.4.3 Others (vitamins, enzymes, etc.)

6.5 Immunostimulants

6.5.1 Herbal/Botanical extracts

6.5.2 Vitamins and minerals

6.5.3 Others

6.6 Phytogetic

6.6.1 Herbs (peppermint, rosemary, etc.)

6.6.2 Spices (Clove, fennel, etc.)

6.6.3 Botanical extracts (green tea extract, aloe vera, etc.)

6.6.4 Fruits and vegetables

6.6.5 Others (mushrooms, essential oils, etc.)

6.7 Butyric acid

6.7.1 Butyrate Salts

6.7.2 Encapsulated Butyric Acid

6.7.3 Butyric acid glycerides

6.7.4 Others (fiber sources, etc.)

CHAPTER 7 DOG INTESTINAL HEALTH PET DIETARY SUPPLEMENT MARKET ESTIMATES & FORECAST, BY PRICE RANGE, 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

7.1 Key trends

7.2 Low (less than USD 25)

7.3 Medium (Between USD 25-50)

7.4 High (More than USD 50)

CHAPTER 8 DOG INTESTINAL HEALTH PET DIETARY SUPPLEMENT MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

8.1 Key trends

- 8.2 Digestive health
- 8.3 Immune system support
- 8.4 Skin and coat health
- 8.5 Others (cognitive health, urinary health, etc.)

CHAPTER 9 DOG INTESTINAL HEALTH PET DIETARY SUPPLEMENT MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 9.1 Key trends
- 9.2 Online
 - 9.2.1 Ecommerce
 - 9.2.2 Company owned website
- 9.3 Offline
 - 9.3.1 Specialty stores
 - 9.3.2 Veterinary clinics
 - 9.3.3 Supermarkets & hypermarkets
 - 9.3.4 Others

CHAPTER 10 DOG INTESTINAL HEALTH PET DIETARY SUPPLEMENT MARKET ESTIMATES & FORECAST, BY REGION, 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 10.1 Key trends
- 10.2 North America
 - 10.2.1 U.S.
 - 10.2.2 Canada
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 France
 - 10.3.4 Italy
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 China
 - 10.4.2 India
 - 10.4.3 Japan
 - 10.4.4 South Korea

- 10.4.5 Australia
- 10.4.6 Malaysia
- 10.4.7 Indonesia
- 10.4.8 Rest of Asia Pacific
- 10.5 Latin America
 - 10.5.1 Brazil
 - 10.5.2 Mexico
 - 10.5.3 Rest of Latin America
- 10.6 MEA
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 South Africa
 - 10.6.4 Rest of MEA

CHAPTER 11 COMPANY PROFILES (BUSINESS OVERVIEW, FINANCIAL DATA, PRODUCT LANDSCAPE, STRATEGIC OUTLOOK, SWOT ANALYSIS)

- 11.1 Ark Naturals Inc
- 11.2 BASF SE
- 11.3 Boehringer Ingelheim Vetmedica, Inc.
- 11.4 Dr. Harvey's LLC
- 11.5 Elanco
- 11.6 Hill's Pet Nutrition, Inc.
- 11.7 K9 Natural Ltd.
- 11.8 Mars Petcare Inc.
- 11.9 Nestle
- 11.10 Nutritional Veterinary Care, Inc.
- 11.11 PetMed Express, Inc.
- 11.12 Vetoquinol S.A.
- 11.13 Virbac S.A.
- 11.14 Wellness Pet Company
- 11.15 Zoetis Inc.

I would like to order

Product name: Dog Intestinal Health Pet Dietary Supplement Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

Product link: <https://marketpublishers.com/r/D37496B95492EN.html>

Price: US\$ 4,365.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D37496B95492EN.html>