

Pet Dietary Supplements Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034

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Abstracts

The Global Pet Dietary Supplements Market, valued at USD 3.6 billion in 2024, is projected to expand at a CAGR of 5.6% between 2025 and 2034, driven by the rising pet ownership rate and increasing emphasis on pet health and wellness. Pet owners are becoming increasingly aware of preventive healthcare, fueling demand for high-quality supplements designed to enhance overall well-being. As more individuals treat pets as integral family members, the shift toward premium pet care products continues to gain traction. Manufacturers are responding to this demand with innovative formulations that target specific health concerns such as joint health, digestion, skin conditions, and stress relief.

A key factor driving market expansion is the rising disposable income among pet owners, allowing them to invest in specialized products that promote longevity and vitality. Pet supplement brands are capitalizing on this trend by launching customized solutions catering to different breeds, age groups, and dietary needs. Additionally, the pet humanization trend is playing a significant role in shaping consumer preferences, with a growing number of owners seeking natural, organic, and scientifically backed ingredients in supplements. Companies are leveraging digital platforms to educate consumers on the benefits of supplements, further boosting market penetration. The increasing influence of veterinarians and pet nutritionists in recommending tailored dietary solutions is also contributing to the market's sustained growth.

The market is segmented by product type into pills/tablets, chewables, powders, and others. Chewable supplements have gained significant traction, generating USD 1.3 billion in 2021 and USD 1.5 billion in 2024, growing at a CAGR of 5.9%. Veterinarians frequently recommend chewable supplements due to their palatability and ease of

administration. Their popularity is further reinforced by formulations enriched with stress-relieving and anti-inflammatory properties, making them a preferred choice for pet owners. As the demand for convenient, effective, and enjoyable supplement options grows, companies are introducing innovative flavors and functional ingredients to enhance product appeal.

By application, the market is divided into skin and coat health, hip and joint support, digestive health, stress relief, and weight management. The hip and joint supplement segment stood at USD 2.1 billion in 2024, holding a 32.6% share of the market. Expected to grow at a CAGR of 6%, this segment is primarily driven by the rising prevalence of arthritis and mobility issues among pets. Pet owners are prioritizing targeted joint care solutions to improve their pets' mobility and overall quality of life. Increased awareness of specialized healthcare treatments and the willingness to invest in high-quality supplements are strengthening this segment's position in the market.

The U.S. pet dietary supplements market generated USD 962.3 million in 2024 and is on track to reach USD 1.7 billion by 2034, growing at a CAGR of 5.8%. The industry is benefiting from e-commerce expansion, shifting consumer lifestyles, and strategic marketing efforts emphasizing health-focused supplements. A strong preference for high-quality, American-made supplements is further propelling market demand. Leading companies are leveraging online platforms and subscription models to enhance consumer engagement and brand loyalty, ensuring steady growth in the coming years.

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