

Global Horse Feed & Supplements Market Growth 2026-2032

<https://marketpublishers.com/r/G677E7203D61EN.html>

Date: April 2026

Pages: 143

Price: US\$ 3,660.00 (Single User License)

ID: G677E7203D61EN

Abstracts

The global Horse Feed & Supplements market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Horse feed and supplements collectively refer to the nutritional products designed to meet the dietary needs of horses. These products are formulated to provide essential nutrients, including carbohydrates, proteins, vitamins, minerals, and fats, necessary for the health, performance, and well-being of horses. Horse feed encompasses a range of products, from complete feeds that serve as the primary diet to specialized supplements that address specific nutritional deficiencies or support particular aspects of a horse's health.

Growing Awareness of Equine Nutrition: Horse owners are increasingly recognizing the importance of proper nutrition in supporting the health and performance of their horses. This awareness drives the demand for high-quality feeds and supplements.

Focus on Specialized Formulations: There is a trend toward specialized formulations to address specific concerns, such as joint health, coat condition, and digestive support. Manufacturers are developing targeted supplements to meet these demands.

Natural and Organic Options: Similar to trends in human nutrition, there is a growing interest in natural and organic horse feed and supplements. Horse owners may seek products with minimal additives and wholesome ingredients.

Performance and Sports Nutrition: With the rise of equestrian sports and competitions, there's an increased demand for feeds and supplements tailored to the specific needs

of performance horses. These may include formulations to enhance endurance, muscle development, and recovery.

Online Retail and Direct-to-Consumer Channels: The horse feed and supplement market has seen an increase in online retail and direct-to-consumer sales. Horse owners can access a wide range of products and information online, influencing purchasing trends.

Research and Innovation: Ongoing research in equine nutrition leads to the development of advanced formulations, incorporating the latest scientific findings. Innovations in feed technology and processing contribute to improved product quality.

Regulatory Compliance and Transparency: Horse owners are increasingly concerned about the quality and safety of feed and supplements. Regulatory compliance, transparent labeling, and adherence to quality standards are crucial factors influencing purchasing decisions.

LP Information, Inc. (LPI) ' newest research report, the "Horse Feed & Supplements Industry Forecast" looks at past sales and reviews total world Horse Feed & Supplements sales in 2025, providing a comprehensive analysis by region and market sector of projected Horse Feed & Supplements sales for 2026 through 2032. With Horse Feed & Supplements sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Horse Feed & Supplements industry.

This Insight Report provides a comprehensive analysis of the global Horse Feed & Supplements landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Horse Feed & Supplements portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Horse Feed & Supplements market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Horse Feed & Supplements and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Horse Feed & Supplements.

This report presents a comprehensive overview, market shares, and growth opportunities of Horse Feed & Supplements market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Feed

Supplement

Segmentation by Application:

Leisure

Equestrian

Pet

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Purina

Tribute

Connolly's RED MILLS

Nutrena

ADM

Cargill

Hoffman

HR Fisker & Sons

Fixkraft

Buckeye

ProElite

Equi-Feeds

Muenster Milling Company

Spillers

Triple Crown

Manna Pro

Epol

Blue Seal

Kent Nutrition Group

Seminole Feed

Key Questions Addressed in this Report

What is the 10-year outlook for the global Horse Feed & Supplements market?

What factors are driving Horse Feed & Supplements market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Horse Feed & Supplements market opportunities vary by end market size?

How does Horse Feed & Supplements break out by Type, by Application?

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