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Global Veterinary Nutraceuticals Market Growth 2025-2031

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Abstracts

The global Veterinary Nutraceuticals market size is predicted to grow from US$ 2360 million in 2025 to US$ 2437 million in 2031; it is expected to grow at a CAGR of 0.5% from 2025 to 2031.

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

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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.

LP Information, Inc. (LPI) ' newest research report, the “Veterinary Nutraceuticals Industry Forecast” looks at past sales and reviews total world Veterinary Nutraceuticals sales in 2024, providing a comprehensive analysis by region and market sector of projected Veterinary Nutraceuticals sales for 2025 through 2031. With Veterinary Nutraceuticals sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Veterinary Nutraceuticals industry.

This Insight Report provides a comprehensive analysis of the global Veterinary Nutraceuticals 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 Veterinary Nutraceuticals portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Veterinary Nutraceuticals market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Veterinary Nutraceuticals 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 Veterinary Nutraceuticals.

This report presents a comprehensive overview, market shares, and growth

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opportunities of Veterinary Nutraceuticals market by product type, application, key manufacturers and key regions and countries.

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

Segmentation by Application:

Poultry

Livestock

Pet

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

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APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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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.

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

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Hanwei Pet

Ringpu Biology

Pulike

Hisen Animal Health

Hebei Ruihui Animal Pharmaceutical

Huachi Nature life

Key Questions Addressed in this Report

What is the 10-year outlook for the global Veterinary Nutraceuticals market?
What factors are driving Veterinary Nutraceuticals market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do Veterinary Nutraceuticals market opportunities vary by end market size?
How does Veterinary Nutraceuticals break out by Type, by Application?

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