

Pet Dietary Supplements Market by Type (Dogs, Cats, and Other Pet Types), Supplement Form (Tablets & Capsules, Powders, Soft Chews, and Other Supplement Forms), Supplement Type, Function, Distribution Channel, and Region - Global Forecast to 2030

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Abstracts

The pet dietary supplements market is estimated at USD 2.71 billion in 2025 and is projected to reach USD 4.11 billion by 2030, at a CAGR of 8.7% from 2025 to 2030. Pet owners are increasingly turning to dietary supplements as a proactive measure for their pets to enhance immunity, prevent joint issues, improve digestive health, and manage specific conditions such as allergies or anxiety. Supplements such as vitamins, probiotics, and omega-3 fatty acids are seen not only as solutions to existing health problems but also as tools for long-term well-being. Joint health supplements with ingredients such as glucosamine and chondroitin are increasingly sought after as preventative measures against the natural aging process in pets, particularly in dogs of larger breeds.

Furthermore, the rise in pet supplements is also influenced by an increase in the availability of tailored, specialized products that address specific health concerns. Companies are now developing formulations that cater to particular life stages (puppies, adult pets, senior pets), dietary restrictions (grain-free, gluten-free), or specific health needs (digestive issues, skin and coat health, cognitive function). This trend toward personalized pet health reflects broader changes in consumer behavior, where customization and specialization are key factors in purchasing decisions.

Disruption in the pet dietary supplements market

The pet dietary supplements market's phase of disruption is marked by evolving consumer preferences, innovative product development, and a shift in retail dynamics. Natural and organic ingredients are becoming increasingly popular as pet owners seek clean-label options. Additionally, there's a growing inclination toward personalized pet nutrition, leveraging technology to deliver supplements tailored to individual pet needs. Startups and niche brands are entering the segment with unique formulations and direct-to-consumer strategies, challenging traditional players. These changes are reshaping the competitive landscape and compelling companies to adapt quickly to stay relevant.

“The tablets and capsules segment holds a significant market share among the supplement form in the pet dietary supplements market.”

Tablets and capsules are generally easier to store compared to other forms of supplements, such as powders or liquids. They have a longer shelf life, reducing concerns about spoilage and contamination. Their compact and durable packaging also makes them ideal for travel, allowing pet owners to easily carry the supplements with them, whether on a trip or to the veterinarian's office. These added convenience and portability are significant selling points, especially for pet owners who lead active or mobile lifestyles.

Another factor contributing to the strong position of tablets and capsules is their effectiveness in delivering active ingredients. Many supplements, particularly those targeting joint health, digestive function, or skin conditions, require precise amounts of key nutrients such as glucosamine, chondroitin, omega-3 fatty acids, or probiotics. Tablets and capsules allow these ingredients to be effectively encapsulated, providing a controlled release that maximizes absorption. This is especially beneficial for older pets or those with specific health issues that may require sustained nutrient intake.

“The e-commerce segment accounts for the highest CAGR among the distribution channels in the pet dietary supplements market during the forecast period.”

As e-commerce continues to shape consumer purchasing behavior across industries, the pet dietary supplements sector is no exception, with online platforms offering convenience, wider selection, and enhanced shopping experience. The rise of digital channels has transformed the way pet owners discover, compare, and purchase supplements for their pets, making it easier than ever to access a diverse range of products tailored to specific pet health needs.

One of the significant factors fueling the growth of e-commerce distribution in the pet dietary supplements market is the convenience it offers. Pet owners can browse an extensive selection of products from the comfort of their homes, avoiding the time-consuming task of visiting physical stores. This is particularly beneficial for those with busy schedules or living where pet care products are not readily available. The ability to shop anytime, whether during the day, evening, or weekend, adds significant value, catering to the modern consumer's desire for flexibility and convenience.

“The North American region is set to be dominant in the pet dietary supplements market.”

The region's pet industry has seen continuous growth, with a growing number of households viewing pets not just as animals, but as integral members of the family. This shift, often referred to as the “humanization of pets,” has led to a strong demand for premium pet care products, including dietary supplements aimed at enhancing pets' health and well-being.

The US and Canada, in particular, are home to some of the highest rates of pet ownership globally. According to recent surveys, a significant percentage of households in both countries own pets, with many choosing to invest in products that promote their pets' long-term health. This widespread ownership, coupled with increasing pet care awareness, has translated into heightened demand for specialized supplements. Pet owners are now more focused on preventing health issues before they arise, leading to a growing market for supplements that improve joint health, skin condition, immunity, and overall vitality.

In-depth interviews have been conducted with chief executive officers (CEOs), directors, and other executives from various key organizations operating in the pet dietary supplements market:

By Company Type: Tier 1 - 25%, Tier 2 - 45%, and Tier 3 - 30%

By Designation: Directors - 20%, Managers - 50%, Others - 30%

By Region: North America - 25%, Europe - 30%, Asia Pacific - 20%, South America - 15%, and Rest of the World - 10%

Prominent companies in the market include Nestlé (Nestlé Purina Petcare Company)

(Switzerland), Elanco (US), H&H Group (Hong Kong), SwedenCare (Sweden), Mars, Incorporated (US), Nutramax Laboratories (US), Virbac (France), General Mills Inc. (US), Zoetis Services LLC (US), Wellness Pet, LLC (US), NOW Foods (US), Vetoquinol (France), Affinity Petcare S.A (Spain), FoodScience (US), and Thorne Vet (US).

Other players include Nutri-Pet Research, Inc. (US), VAFO Group (Czech Republic), Nordic Natural (US), Ark Naturals (US), Aniamor (India), Growelagrovvet (India), Pet Honesty (US), mcePharma a. s. (Czech Republic), Nutri+Vet (US), and AdvaCare Pharma (US).

Research Coverage

This research report categorizes the pet dietary supplements market by pet type (dogs, cats, and other pet types), supplement type (vitamins, multivitamins, probiotics & prebiotics, protein & peptides, omega-3 fatty acids, and other supplement types), supplement form (tablets and capsules, powder, soft chews, and other supplement form), function (bone and joint health, digestive health, skin and coat health, immune system support, heart health, stress & anxiety relief, weight management, and other functions), distribution channel (offline and online), and region (North America, Europe, Asia Pacific, South America, and Rest of the World). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of pet dietary supplements. A thorough analysis of the key industry players has been done to provide insights into their business overview, services, key strategies, contracts, partnerships, agreements, new product launches, mergers and acquisitions, and recent developments associated with the pet dietary supplements market. This report covers a competitive analysis of upcoming startups in the pet dietary supplements market ecosystem. Furthermore, industry-specific trends such as technology analysis, ecosystem and market mapping, and patent and regulatory landscape, among others, are also covered in the study.

Reasons to Buy This Report

The report will help the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall pet dietary supplements and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (rising pet ownership and humanization of pets), restraints (high cost of premium products), opportunities (rise of e-commerce and direct-to-consumer channels), and challenges (regulatory and labeling complexities) influencing the growth of the pet dietary supplements market

New product launch/Innovation: Detailed insights on research & development activities and new product launches in the pet dietary supplements market

Market Development: Comprehensive information about lucrative markets – the report analyzes pet dietary supplements across varied regions

Market Diversification: Exhaustive information about new services, untapped geographies, recent developments, and investments in the pet dietary supplements market

Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, brand/product comparison, and product food prints of leading players such as Nestlé (Nestlé Purina Petcare Company) (Switzerland), Elanco (US), H&H Group (Hong Kong), SwedenCare (Sweden), Mars, Incorporated (US), and other players in the pet dietary supplements market

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION AND SCOPE
 - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 STUDY SCOPE
 - 1.3.1 MARKET COVERED
 - 1.3.2 STUDY YEARS CONSIDERED
- 1.4 UNIT CONSIDERED
 - 1.4.1 CURRENCY/VALUE UNIT
 - 1.4.2 VOLUME UNIT
- 1.5 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Breakdown of primary profiles
 - 2.1.2.3 Key insights from industry experts
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 TOP-DOWN APPROACH
 - 2.2.2 SUPPLY-SIDE ANALYSIS
 - 2.2.3 BOTTOM-UP APPROACH
- 2.3 DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS
- 2.5 RESEARCH LIMITATIONS AND RISK ASSESSMENT

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES FOR PET DIETARY SUPPLEMENTS
MARKET PLAYERS
- 4.2 NORTH AMERICA: PET DIETARY SUPPLEMENTS MARKET, BY PET TYPE &

COUNTRY

- 4.3 PET DIETARY SUPPLEMENTS MARKET, BY PET TYPE & REGION
- 4.4 PET DIETARY SUPPLEMENTS MARKET, BY SUPPLEMENT TYPE
- 4.5 PET DIETARY SUPPLEMENTS MARKET, BY SUPPLEMENT FORM
- 4.6 PET DIETARY SUPPLEMENTS MARKET, BY FUNCTION
- 4.7 PET DIETARY SUPPLEMENTS MARKET, BY DISTRIBUTION CHANNEL
- 4.8 PET DIETARY SUPPLEMENTS MARKET: SHARE OF MAJOR REGIONAL SUBMARKETS

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MACROECONOMIC OUTLOOK

5.2.1 INCREASE IN PET POPULATION AND PET OWNERSHIP

5.2.2 GROWTH OF PET CARE ECONOMY AND PREMIUMIZATION TRENDS

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Rise in pet ownership and humanization

5.3.1.2 Increase in awareness of pet health

5.3.1.3 Product innovation in supplement forms

5.3.2 RESTRAINTS

5.3.2.1 High cost of premium products

5.3.2.2 Lack of veterinarian endorsement

5.3.3 OPPORTUNITIES

5.3.3.1 Expansion of pet dietary supplement use through strategic consumer education

5.3.3.2 Expansion of e-commerce platforms

5.3.4 CHALLENGES

5.3.4.1 Regulatory and labeling complexities

5.3.4.2 Intense competition and brand proliferation

5.4 IMPACT OF GEN AI ON PET DIETARY SUPPLEMENTS

5.4.1 INTRODUCTION

5.4.2 USE OF GEN AI IN PET DIETARY SUPPLEMENTS

5.4.3 CASE STUDY ANALYSIS

5.4.3.1 AI-POWERED PLATFORM FOR OPTIMIZED PET HEALTH MANAGEMENT

5.4.4 IMPACT ON PET DIETARY SUPPLEMENTS MARKET

5.4.5 ADJACENT ECOSYSTEM WORKING ON GENERATIVE AI

6 INDUSTRY TRENDS

- 6.1 INTRODUCTION
- 6.2 TARIFF IMPACT ON PET DIETARY SUPPLEMENTS MARKET
 - 6.2.1 INTRODUCTION
 - 6.2.2 KEY TARIFF RATES
 - 6.2.3 DISRUPTION IN PET DIETARY SUPPLEMENT PRODUCTS
 - 6.2.4 PRICE IMPACT ANALYSIS
 - 6.2.5 KEY IMPACTS ON VARIOUS REGIONS
 - 6.2.5.1 US
 - 6.2.5.2 Europe
 - 6.2.5.3 China
 - 6.2.6 END-USE INDUSTRY-LEVEL IMPACT
- 6.3 VALUE CHAIN ANALYSIS
 - 6.3.1 RESEARCH & DEVELOPMENT
 - 6.3.2 RAW MATERIAL SOURCING
 - 6.3.3 MANUFACTURING/PRODUCTION
 - 6.3.4 QUALITY CONTROL & SAFETY
 - 6.3.5 LOGISTICS & DISTRIBUTION
 - 6.3.6 MARKETING AND SALES
 - 6.3.7 END USE
- 6.4 TRADE ANALYSIS
 - 6.4.1 EXPORT SCENARIO
 - 6.4.2 IMPORT SCENARIO
- 6.5 TECHNOLOGY ANALYSIS
 - 6.5.1 KEY TECHNOLOGIES
 - 6.5.1.1 Precision nutrition platforms
 - 6.5.1.2 Microencapsulation
 - 6.5.1.3 Biotechnology & functional ingredient development
 - 6.5.2 COMPLEMENTARY TECHNOLOGIES
 - 6.5.2.1 AUGMENTED REALITY (AR) FOR MARKETING
 - 6.5.2.2 Smart & sustainable packaging
 - 6.5.3 ADJACENT TECHNOLOGIES
 - 6.5.3.1 Veterinary telemedicine & diagnostics
 - 6.5.3.2 Sustainable & alternative ingredient sourcing
- 6.6 PRICING ANALYSIS
 - 6.6.1 AVERAGE SELLING PRICE TREND OF PET AND SUPPLEMENT TYPE AMONG KEY PLAYERS, BY PET DIETARY SUPPLEMENT PRODUCT
 - 6.6.2 AVERAGE SELLING PRICE TREND, BY REGION
- 6.7 ECOSYSTEM ANALYSIS

- 6.7.1 DEMAND SIDE
- 6.7.2 SUPPLY SIDE
- 6.8 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESSES
- 6.9 PATENT ANALYSIS
 - 6.9.1 LIST OF MAJOR PATENTS
- 6.10 KEY CONFERENCES AND EVENTS, 2025–2026
- 6.11 REGULATORY LANDSCAPE
 - 6.11.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
 - 6.11.2 REGULATORY FRAMEWORK
 - 6.11.2.1 North America
 - 6.11.2.1.1 US
 - 6.11.2.1.2 Association of American Feed Control Officials (AAFCO)
 - 6.11.2.2 European Union
 - 6.11.2.3 Asia Pacific
 - 6.11.2.3.1 China
 - 6.11.2.3.2 Japan
 - 6.11.2.3.3 India
 - 6.11.2.4 South Africa
- 6.12 PORTER'S FIVE FORCES ANALYSIS
 - 6.12.1 INTENSITY OF COMPETITIVE RIVALRY
 - 6.12.2 BARGAINING POWER OF SUPPLIERS
 - 6.12.3 BARGAINING POWER OF BUYERS
 - 6.12.4 THREAT OF SUBSTITUTES
 - 6.12.5 THREAT OF NEW ENTRANTS
- 6.13 KEY STAKEHOLDERS AND BUYING CRITERIA
 - 6.13.1 KEY STAKEHOLDERS IN BUYING PROCESS
 - 6.13.2 KEY STAKEHOLDERS IN BUYING PROCESS
 - 6.13.3 BUYING CRITERIA
- 6.14 CASE STUDY ANALYSIS
 - 6.14.1 K9VITALITY LAUNCHED SUCCESSFUL D2C PET SUPPLEMENT BRAND WITH SPEED, QUALITY, AND CUSTOMER LOYALTY
 - 6.14.2 NATURVET REINVENTED ITS BRAND TO CONNECT WITH NEW GENERATION OF PET OWNERS AND RECLAIM MARKET LEADERSHIP
- 6.15 INVESTMENT AND FUNDING SCENARIO

7 PET DIETARY SUPPLEMENTS MARKET, BY PET TYPE

7.1 INTRODUCTION

7.2 DOGS

7.2.1 CANINE OWNERSHIP AND CUSTOMIZED HEALTH SOLUTIONS TO PROPEL DOMINANCE OF DOGS IN DIETARY SUPPLEMENT MARKET

7.3 CATS

7.3.1 RISE IN HEALTH AWARENESS AND LIFESTYLE SHIFTS TO POSITION CATS AS FASTEST-GROWING SEGMENT

7.4 OTHER PET TYPES

8 PET DIETARY SUPPLEMENTS MARKET, BY SUPPLEMENT TYPE

8.1 INTRODUCTION

8.2 VITAMINS & MULTIVITAMINS

8.2.1 INCREASE IN DEMAND FOR COMPREHENSIVE HEALTH SUPPORT AND CONVENIENCE TO DRIVE ADOPTION

8.3 PROBIOTICS & PREBIOTICS

8.3.1 RISE IN AWARENESS OF IMPORTANCE OF DIGESTIVE HEALTH AND GUT MICROBIOTA BALANCE TO FUEL SEGMENT

8.4 PROTEIN & PEPTIDES

8.4.1 GROWTH IN FOCUS ON FITNESS, RECOVERY, AND OVERALL VITALITY TO DRIVE DEMAND FOR PROTEIN AND PEPTIDE SUPPLEMENTS

8.5 OMEGA-3 FATTY ACIDS

8.5.1 BENEFITS OF OMEGA-3 FATTY ACIDS IN SUPPORTING JOINT HEALTH, COGNITIVE FUNCTION, AND OVERALL WELL-BEING TO FUEL SEGMENT

8.6 OTHER SUPPLEMENT TYPES

9 PET DIETARY SUPPLEMENTS MARKET, BY SUPPLEMENT FORM

9.1 INTRODUCTION

9.2 SOFT CHEWS

9.2.1 PALATABLE AND EASY-TO-ADMINISTER SUPPLEMENT FORMAT TO DRIVE MARKET DOMINANCE

9.3 TABLETS & CAPSULES

9.3.1 PRECISION DOSAGE PREFERENCE TO FUEL STEADY GROWTH

9.4 POWDERS

9.4.1 POWDERS OFFER ADAPTABLE NUTRITION FOR HOUSEHOLDS WITH MULTIPLE PETS

9.5 OTHER SUPPLEMENT FORMS

10 PET DIETARY SUPPLEMENTS MARKET, BY FUNCTION

10.1 INTRODUCTION

10.2 BONE & JOINT HEALTH

10.2.1 AGING PET POPULATION, BREED-SPECIFIC VULNERABILITIES, AND INCREASED FOCUS ON PREVENTATIVE CARE TO FUEL SEGMENT

10.3 SKIN & COAT HEALTH

10.3.1 RISE IN FOCUS ON PET AESTHETICS AND DERMATOLOGICAL WELL-BEING TO DRIVE DEMAND

10.4 DIGESTIVE HEALTH

10.4.1 INCREASE IN GASTROINTESTINAL ISSUES, EVOLVING PET DIETS, AND GROWING AWARENESS OF GUT HEALTH'S LINK TO OVERALL WELLNESS TO PROPEL SEGMENT

10.5 IMMUNE SYSTEM SUPPORT

10.5.1 RISE IN HEALTH AWARENESS TO FUEL IMMUNE SUPPLEMENT DEMAND

10.6 HEART HEALTH

10.6.1 GROWTH IN FOCUS ON BREED-SPECIFIC CARDIAC CARE TO BOOST DEMAND FOR HEART SUPPLEMENTS IN AGING AND AT-RISK PETS

10.7 STRESS & ANXIETY RELIEF

10.7.1 RISE IN PET ANXIETY IN MODERN LIFESTYLES TO PROPEL GROWTH IN NATURAL CALMING SUPPLEMENT ADOPTION

10.8 WEIGHT MANAGEMENT

10.8.1 RISE IN PET OBESITY RATES TO FUEL DEMAND FOR FUNCTIONAL SUPPLEMENTS SUPPORTING SAFE AND SUSTAINED WEIGHT CONTROL

10.9 OTHER FUNCTIONS

11 PET DIETARY SUPPLEMENTS MARKET, BY DISTRIBUTION CHANNEL

11.1 INTRODUCTION

11.2 E-COMMERCE

11.2.1 E-COMMERCE TO DRIVE GROWTH WITH EXTENSIVE PRODUCT RANGE AND REVIEW BY PET OWNERS

11.2.2 THIRD-PARTY CHANNELS

11.2.3 DIRECT-TO-CONSUMER (DTC)

11.3 PET SPECIALTY STORES

11.3.1 NEED TO CATER TO PREMIUM PET HEALTH WITH EXPERT ADVICE AND CURATED PRODUCTS

11.4 SUPERMARKETS & HYPERMARKETS

11.4.1 GROWTH IN PRESENCE IN E-COMMERCE TO FURTHER STRENGTHEN THEIR ROLE IN MARKET

11.5 VETERINARY CLINICS

11.5.1 VETERINARY CLINICS' EXPERT-RECOMMENDED SUPPLEMENTS TO WHICH DRIVE SEGMENT

11.6 OTHER DISTRIBUTION CHANNELS

12 PET DIETARY SUPPLEMENTS MARKET, BY NATURE

12.1 INTRODUCTION

12.2 ORGANIC

12.3 CONVENTIONAL

13 PET DIETARY SUPPLEMENTS MARKET, BY REGION

13.1 INTRODUCTION

13.2 NORTH AMERICA

13.2.1 US

13.2.1.1 Growth in pet ownership and changing demographics to drive supplement demand

13.2.2 CANADA

13.2.2.1 Rise in pet adoption and holistic health trends to strengthen market

13.2.3 MEXICO

13.2.3.1 Increase in veterinarian engagement and participation of global brands to accelerate growth

13.3 EUROPE

13.3.1 GERMANY

13.3.1.1 Robust pet ownership, premiumization, and sustainability trends to drive growth of pet dietary supplements in Germany

13.3.2 UK

13.3.2.1 Rise in pet humanization and demand for preventive pet healthcare to fuel growth

13.3.3 FRANCE

13.3.3.1 Cultural affinity for natural products and growth in holistic pet care to drive market

13.3.4 ITALY

13.3.4.1 Increase in senior pet population to propel supplement needs

13.3.5 SPAIN

13.3.5.1 Health consciousness and expansion of e-commerce channels to drive market in Spain

13.3.6 REST OF EUROPE

13.4 ASIA PACIFIC

13.4.1 CHINA

13.4.1.1 Strong preference for premium pet products to propel demand for dietary supplements for pets

13.4.2 AUSTRALIA & NEW ZEALAND

13.4.2.1 Focus on high-quality pet care to fuel adoption of dietary supplements

13.4.3 JAPAN

13.4.3.1 Emphasis on high-tech, premium products to propel pet dietary supplements market growth

13.4.4 THAILAND

13.4.4.1 Significant increase in pet ownership, with growing middle class, to contribute to burgeoning demand for dietary supplements

13.4.5 INDIA

13.4.5.1 Awareness and education around pet wellness, particularly among younger generation, to drive market growth

13.4.6 INDONESIA

13.4.6.1 E-commerce and accessibility of pet supplements to propel market growth

13.4.7 REST OF ASIA PACIFIC

13.5 SOUTH AMERICA

13.5.1 BRAZIL

13.5.1.1 Regulatory framework and industry evolution to drive market growth

13.5.2 ARGENTINA

13.5.2.1 Positive momentum in domestic production and export opportunities to fuel market

13.5.3 REST OF SOUTH AMERICA

13.6 REST OF THE WORLD

13.6.1 MIDDLE EAST

13.6.1.1 Rise in pet humanization and convenience-driven retail innovations to boost market growth

13.6.2 AFRICA

13.6.2.1 Demand for natural health solutions to drive market expansion

14 COMPETITIVE LANDSCAPE

14.1 OVERVIEW

14.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

14.3 REVENUE ANALYSIS, 2022–2024

14.4 MARKET SHARE ANALYSIS, 2024

14.5 COMPANY VALUATION AND FINANCIAL METRICS

- 14.5.1 COMPANY VALUATION
- 14.5.2 FINANCIAL METRICS
- 14.6 BRAND/PRODUCT COMPARISON
 - 14.6.1 PURINA
 - 14.6.2 ZESTY PAWS
 - 14.6.3 BUCKEYE NUTRITION
 - 14.6.4 NATURVET
 - 14.6.5 FERA PETS
- 14.7 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024
 - 14.7.1 STARS
 - 14.7.2 EMERGING LEADERS
 - 14.7.3 PERVASIVE PLAYERS
 - 14.7.4 PARTICIPANTS
 - 14.7.5 COMPANY FOOTPRINT: KEY PLAYERS
 - 14.7.5.1 Company footprint
 - 14.7.5.2 Regional footprint
 - 14.7.5.3 Supplement type footprint
 - 14.7.5.4 Pet type footprint
 - 14.7.5.5 Function footprint
- 14.8 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024
 - 14.8.1 PROGRESSIVE COMPANIES
 - 14.8.2 RESPONSIVE COMPANIES
 - 14.8.3 DYNAMIC COMPANIES
 - 14.8.4 STARTING BLOCKS
 - 14.8.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES
 - 14.8.5.1 Detailed list of key startups/SMEs
 - 14.8.5.2 Competitive benchmarking of key startups/SMEs
- 14.9 COMPETITIVE SCENARIO AND TRENDS
 - 14.9.1 PRODUCT LAUNCHES
 - 14.9.2 DEALS
 - 14.9.3 EXPANSIONS
 - 14.9.4 OTHER DEVELOPMENTS

15 COMPANY PROFILES

- 15.1 KEY PLAYERS
 - 15.1.1 NESTL? (NESTL? PURINA PETCARE COMPANY)
 - 15.1.1.1 Business overview
 - 15.1.1.2 Products/Solutions/Services offered

- 15.1.1.3 Recent developments
 - 15.1.1.3.1 Product launches
 - 15.1.1.3.2 Other developments
- 15.1.1.4 MnM view
 - 15.1.1.4.1 Key strengths/right to win
 - 15.1.1.4.2 Strategic choices
 - 15.1.1.4.3 Weaknesses and competitive threats
- 15.1.2 ELANCO
 - 15.1.2.1 Business overview
 - 15.1.2.2 Products/Solutions/Services offered
 - 15.1.2.3 Recent developments
 - 15.1.2.3.1 Product launches
 - 15.1.2.4 MnM view
 - 15.1.2.4.1 Key strengths/right to win
 - 15.1.2.4.2 Strategic choices
 - 15.1.2.4.3 Weaknesses and competitive threats
- 15.1.3 H&H GROUP
 - 15.1.3.1 Business overview
 - 15.1.3.2 Products/Solutions/Services offered
 - 15.1.3.3 Recent developments
 - 15.1.3.4 MnM view
 - 15.1.3.4.1 Key strengths/right to win
 - 15.1.3.4.2 Strategic choices
 - 15.1.3.4.3 Weaknesses and competitive threats
- 15.1.4 SWEDENCARE AB
 - 15.1.4.1 Business overview
 - 15.1.4.2 Products/Solutions/Services offered
 - 15.1.4.3 Recent developments
 - 15.1.4.3.1 Deals
 - 15.1.4.3.2 Expansions
 - 15.1.4.3.3 Other developments
 - 15.1.4.4 MnM view
 - 15.1.4.4.1 Key strengths/right to win
 - 15.1.4.4.2 Strategic choices
 - 15.1.4.4.3 Weaknesses and competitive threats
- 15.1.5 MARS, INCORPORATED
 - 15.1.5.1 Business overview
 - 15.1.5.2 Products/Solutions/Services offered
 - 15.1.5.3 Recent developments

- 15.1.5.4 MnM view
 - 15.1.5.4.1 Key strengths/right to win
 - 15.1.5.4.2 Strategic choices
 - 15.1.5.4.3 Weaknesses and competitive threats
- 15.1.6 GENERAL MILLS INC.
 - 15.1.6.1 Business overview
 - 15.1.6.2 Products/Solutions/Services offered
 - 15.1.6.3 Recent developments
 - 15.1.6.3.1 Deals
 - 15.1.6.4 MnM view
 - 15.1.6.4.1 Key strengths/right to win
 - 15.1.6.4.2 Strategic choices
 - 15.1.6.4.3 Weaknesses and competitive threats
- 15.1.7 VIRBAC
 - 15.1.7.1 Business overview
 - 15.1.7.2 Products/Solutions/Services offered
 - 15.1.7.3 Recent developments
 - 15.1.7.3.1 Deals
 - 15.1.7.4 MnM view
- 15.1.8 ZOETIS SERVICES LLC
 - 15.1.8.1 Business overview
 - 15.1.8.2 Products/Solutions/Services offered
 - 15.1.8.3 Recent developments
 - 15.1.8.4 MnM view
 - 15.1.8.4.1 Key strengths/right to win
 - 15.1.8.4.2 Strategic choices
 - 15.1.8.4.3 Weaknesses and competitive threats
- 15.1.9 VETOQUINOL
 - 15.1.9.1 Business overview
 - 15.1.9.2 Products/Solutions/Services offered
 - 15.1.9.3 Recent developments
 - 15.1.9.4 MnM view
- 15.1.10 WELLNESS PET, LLC
 - 15.1.10.1 Business overview
 - 15.1.10.2 Products/Solutions/Services offered
 - 15.1.10.3 Recent developments
 - 15.1.10.3.1 Product launches
 - 15.1.10.3.2 Deals
 - 15.1.10.4 MnM view

15.1.11 AFFINITY PETCARE S.A

- 15.1.11.1 Business overview
- 15.1.11.2 Products/Solutions/Services offered
- 15.1.11.3 Recent developments
- 15.1.11.4 MnM view

15.1.12 NOW FOODS

- 15.1.12.1 Business overview
- 15.1.12.2 Products/Solutions/Services offered
- 15.1.12.3 Recent developments
- 15.1.12.4 MnM view

15.1.13 FOODSCIENCE

- 15.1.13.1 Business overview
- 15.1.13.2 Products/Solutions/Services offered
- 15.1.13.3 Recent developments
- 15.1.13.4 MnM view

15.1.14 THORNE VET

- 15.1.14.1 Business overview
- 15.1.14.2 Products/Solutions/Services offered
- 15.1.14.3 Recent developments
- 15.1.14.4 MnM view

15.1.15 NUTRI-PET RESEARCH, INC.

- 15.1.15.1 Business overview
- 15.1.15.2 Products/Solutions/Services offered
- 15.1.15.3 Recent developments
- 15.1.15.4 MnM view

15.2 OTHER PLAYERS**15.2.1 NUTRAMAX LABORATORIES**

- 15.2.1.1 Business overview
- 15.2.1.2 Products/Solutions/Services offered
- 15.2.1.3 Recent developments
- 15.2.1.4 MnM view

15.2.2 VAFO GROUP

- 15.2.2.1 Business overview
- 15.2.2.2 Products/Solutions/Services offered
- 15.2.2.3 Recent developments
 - 15.2.2.3.1 Deals
- 15.2.2.4 MnM view

15.2.3 NORDIC NATURALS

- 15.2.3.1 Business overview

- 15.2.3.2 Products/Solutions/Services offered
- 15.2.3.3 Recent developments
- 15.2.3.4 MnM view
- 15.2.4 ARK NATURALS
 - 15.2.4.1 Business overview
 - 15.2.4.2 Products/Solutions/Services offered
 - 15.2.4.3 Recent developments
 - 15.2.4.4 MnM view
- 15.2.5 ANIAMOR
 - 15.2.5.1 Business overview
 - 15.2.5.2 Products/Solutions/Services offered
 - 15.2.5.3 Recent developments
 - 15.2.5.4 MnM view
- 15.2.6 GROWEL AGROVET
- 15.2.7 PET HONESTY
- 15.2.8 MCEPHARMA A. S.
- 15.2.9 NUTRI-VET
- 15.2.10 ADVACARE PHARMA

16 ADJACENT & RELATED MARKETS

- 16.1 INTRODUCTION
- 16.2 RESEARCH LIMITATIONS
- 16.3 PET FOOD INGREDIENTS MARKET
 - 16.3.1 MARKET DEFINITION
 - 16.3.2 MARKET OVERVIEW
 - 16.3.3 PET FOOD INGREDIENTS MARKET, BY FORM
- 16.4 WET PET FOOD MARKET
 - 16.4.1 MARKET DEFINITION
 - 16.4.2 MARKET OVERVIEW
 - 16.4.3 WET PET FOOD MARKET, BY SOURCE

17 APPENDIX

- 17.1 DISCUSSION GUIDE
- 17.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 17.3 CUSTOMIZATION OPTIONS
- 17.4 RELATED REPORTS
- 17.5 AUTHOR DETAILS

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