

Pet Herbal Supplements Market Outlook 2025-2034: Market Share, and Growth Analysis By Product (Omega 3 Fatty Acids, Probiotics And Prebiotics, Multivitamins And Minerals, Cannabidiol Oil (CBD), Proteins And Peptides, Other Products), By Dosage Form (Tablets And Capsules, Gummies And Chewable, Powders, Liquids, Other Dosage Forms), By Animal Type, By Application, By Distribution Channel

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Abstracts

The Pet Herbal Supplements Market is valued at USD 1.5 billion in 2025 and is projected to grow at a CAGR of 15.3% to reach USD 5.4 billion by 2034.

Pet Herbal Supplements Market Overview

The pet herbal supplements market is experiencing strong growth as pet owners increasingly seek natural, holistic, and plant-based health solutions for their pets. With growing awareness of the potential side effects of synthetic medications, many pet owners are turning to herbal alternatives to support overall wellness, manage chronic conditions, and improve immune function. Herbal supplements, including ingredients such as turmeric, chamomile, valerian root, echinacea, and CBD, are being used for various health concerns, including joint support, anxiety relief, digestive health, and skin conditions. The rising trend of pet humanization and the preference for organic and clean-label products have further fueled market expansion. Additionally, veterinarians and pet nutritionists are recognizing the benefits of herbal ingredients in complementing traditional medical treatments, leading to increased adoption of these supplements. As

more pet owners embrace preventive healthcare and holistic wellness, the demand for high-quality, scientifically formulated herbal supplements continues to rise, making it a lucrative segment within the pet healthcare industry. The pet herbal supplements market has witnessed several key developments, particularly in formulation improvements, regulatory approvals, and product diversification. The demand for CBD-infused pet supplements has surged, with more brands offering full-spectrum hemp products designed to alleviate anxiety, inflammation, and pain in pets. Additionally, adaptogenic herbs such as ashwagandha and reishi mushroom have gained popularity for their ability to support stress management and immune health. The expansion of e-commerce platforms has played a crucial role in market growth, with pet owners increasingly purchasing herbal supplements through online retailers and subscription-based wellness plans. Transparency in ingredient sourcing has become a priority, with brands highlighting organic certification, non-GMO labeling, and sustainable sourcing practices to build consumer trust. Moreover, the introduction of innovative delivery formats, including herbal chews, flavored tinctures, and herbal-infused pet food toppers, has made it easier for pet owners to administer supplements. The integration of veterinary guidance into product recommendations has also increased, ensuring pet owners make informed decisions about their pets' herbal supplement regimens. The pet herbal supplements market is expected to continue evolving, driven by scientific research, personalized nutrition, and sustainability initiatives. AI-driven pet health analytics will enable the development of customized herbal supplement regimens based on a pet's breed, age, and specific health conditions. The use of precision herbal formulations, combining multiple botanicals for targeted benefits, will gain momentum, offering enhanced efficacy and holistic wellness support. Sustainability will remain a major focus, with brands investing in eco-friendly packaging, regenerative agriculture, and ethical ingredient sourcing to meet consumer demand for environmentally responsible products. Additionally, the integration of herbal supplements into veterinary practice is expected to expand, with more veterinarians endorsing herbal remedies as complementary therapies for chronic diseases such as arthritis, digestive disorders, and anxiety. As the market matures, regulatory oversight will likely increase to ensure product quality, safety, and efficacy. With continuous innovation and consumer-driven demand, the pet herbal supplements market is poised for long-term growth, offering natural, effective, and science-backed health solutions for pets.

Key Insights Pet Herbal Supplements Market

Surging Demand for CBD and Hemp-Based Pet Supplements: CBD-infused pet products are becoming mainstream, offering natural solutions for anxiety, pain

relief, and inflammation management.

Growing Popularity of Adaptogenic Herbs: Ingredients like ashwagandha, reishi mushrooms, and valerian root are gaining traction for their ability to support stress management and immune function in pets.

Expansion of Herbal Supplement Delivery Formats: Brands are introducing chews, tinctures, food toppers, and sprays to enhance ease of administration and palatability for pets.

Increased Focus on Transparency and Clean Labeling: Pet owners are prioritizing organic, non-GMO, and sustainably sourced herbal supplements, driving demand for transparent ingredient sourcing and certification.

Rise of Subscription-Based Herbal Wellness Plans: Pet owners are subscribing to monthly wellness kits featuring customized herbal supplement regimens for long-term pet health management.

Rising Awareness of Natural and Holistic Pet Health Solutions: Pet owners are shifting towards herbal supplements as safer alternatives to synthetic medications for chronic and preventive health care.

Advancements in Veterinary-Backed Herbal Formulations: Increased research and veterinary endorsements are driving the adoption of scientifically formulated herbal supplements for pets.

E-Commerce Growth and Direct-to-Consumer Sales: Online retail and subscription services are making herbal pet supplements more accessible, offering convenience and personalized recommendations.

Sustainability and Ethical Ingredient Sourcing: Consumer demand for eco-friendly, organic, and sustainably sourced herbal supplements is influencing brand strategies and product development.

Regulatory and Quality Control Concerns: The lack of standardized regulations for pet herbal supplements poses challenges in ensuring product consistency, safety, and efficacy, leading to potential skepticism among veterinarians and pet owners.

Pet Herbal Supplements Market Segmentation

By Product

Omega 3 Fatty Acids

Probiotics And Prebiotics

Multivitamins And Minerals

Cannabidiol Oil (CBD)

Proteins And Peptides

Other Products

By Dosage Form

Tablets And Capsules

Gummies And Chewable

Powders

Liquids

Other Dosage Forms

By Animal Type

Dogs

Cats

Horses

Other Animals

By Application

Digestive Support

Immunity Support

Skin And Coat

Calming Or Stress Or Anxiety

Joint Health Support

Kidney Health

Liver Health

Respiratory Health

Other Applications

By Distribution Channel

Online

Offline

Key Companies Analysed

Merck & Co. Inc.

C.H. Boehringer Sohn AG & Co. KG

Zoetis Inc.

Elanco Animal Health Incorporated

Virbac

Dechra Pharmaceuticals plc

Vetoquinol

Nutramax Laboratories

Nulo Pet Food

Ceva Animal Health

Healthy Paws Herbal Labs

Zesty Paws

PetHonesty

Only Natural Pet

Petlab Co.

Honest Paws

Vet's Best Friend

Ark Naturals

HerbSmith

NaturVet

Vital Pet Life

Paw Naturals

Pet Herbal Supplements Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Pet Herbal Supplements Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Pet Herbal Supplements market data and outlook to 2034

United States

Canada

Mexico

Europe — Pet Herbal Supplements market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Pet Herbal Supplements market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Pet Herbal Supplements market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Pet Herbal Supplements market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Pet Herbal Supplements value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Pet Herbal Supplements industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Pet Herbal Supplements Market Report

Global Pet Herbal Supplements market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Pet Herbal Supplements trade, costs, and supply chains

Pet Herbal Supplements market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Pet Herbal Supplements market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Pet Herbal Supplements market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Pet Herbal Supplements supply chain analysis

Pet Herbal Supplements trade analysis, Pet Herbal Supplements market price analysis, and Pet Herbal Supplements supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Pet Herbal Supplements market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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