

# **Pet Nutritional Supplements and Functional Treats Market Forecasts to 2034 – Global Analysis By Product Type (Vitamins & Minerals, Probiotics & Prebiotics, Omega Fatty Acids, Herbal & Botanical Extracts and Functional Treats), Pet Type, Form, Distribution Channel, Function and By Geography**

<https://marketpublishers.com/r/PE8DE68962CAEN.html>

Date: June 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: PE8DE68962CAEN

## **Abstracts**

According to Statistics MRC, the Global Pet Nutritional Supplements and Functional Treats Market is accounted for \$7.1 billion in 2026 and is expected to reach \$12.8 billion by 2034 growing at a CAGR of 7.6% during the forecast period. Pet dietary supplements and functional treats are specialized formulations created to enhance the health and vitality of companion animals. They typically contain essential nutrients such as vitamins, minerals, probiotics, omega-3 fatty acids, and joint-support agents that contribute to better immunity, digestion, coat condition, and joint function. Functional treats are designed to be both nutritious and tasty, enabling easy administration of health benefits through everyday feeding routines. Their use is rising as pet owners increasingly focus on preventive healthcare. The growing trend of pet humanization and awareness of animal wellness is encouraging innovation in natural, targeted, and breed-specific nutritional solutions.

According to the American Pet Products Association (APPA), data shows U.S. pet industry expenditures reached USD 136.8 billion in 2022, with USD 58.1 billion spent on pet food and treats — the largest category of spending. This confirms the parent market's scale and dominance.

Market Dynamics:

### Driver:

#### Rising pet humanization trend

The growing humanization of pets significantly fuels demand in the pet nutritional supplements and functional treats sector. Many pet owners now regard animals as integral family members, which increases focus on their health, nutrition, and lifestyle quality. This behavioral change drives higher spending on advanced pet nutrition products that mirror human health supplements. Consumers increasingly prefer preventive healthcare options such as vitamins, probiotics, and functional treats designed to enhance immunity, digestion, and mobility. As emotional attachment between pets and owners deepens, the market continues to expand, supported by rising expectations for safe, premium, and scientifically developed pet health solutions worldwide.

### Restraint:

#### High product cost and affordability issues

The high pricing of pet nutritional supplements and functional treats significantly limits market growth. These products often carry premium costs because of specialized ingredients, scientific formulation, and quality standards. Such pricing makes them less affordable for budget-conscious pet owners, particularly in emerging and lower-income economies. Many consumers continue to focus on essential pet food rather than additional health supplements. Furthermore, the continuous expense required for long-term use discourages consistent purchasing behavior. This affordability challenge reduces product penetration, especially in households with limited income or multiple pets, ultimately constraining the broader expansion of the pet nutrition supplements market worldwide.

### Opportunity:

#### Increasing veterinary recommendations and clinical adoption

Rising endorsement from veterinarians and clinical integration presents a major growth opportunity for the pet supplements and functional treats market. Veterinary professionals strongly influence consumer choices related to pet health and nutrition. As scientific research increasingly supports product effectiveness, vets are more willing to recommend supplements for both preventive care and treatment support. Including

functional treats in regular veterinary care builds trust and enhances product credibility. Collaborations between pet nutrition companies and veterinary clinics further improve awareness and adoption rates. This professional support system plays a key role in increasing market acceptance and driving sustained global demand for these products.

#### Threat:

##### Intense market competition

Strong competition within the pet supplements and functional treats industry poses a significant threat to market growth. The sector includes many international and local companies offering comparable products, resulting in aggressive pricing strategies and reduced profitability. Large, established brands already hold strong consumer loyalty and retail presence, making it challenging for new players to enter the market. Retailer-owned private labels further increase competitive pressure. Companies must continuously invest in innovation and marketing to maintain relevance, which raises costs. Overall, this highly saturated environment forces businesses to balance cost efficiency, product differentiation, and brand positioning to remain competitive globally.

#### Covid-19 Impact:

The COVID-19 pandemic created both positive and negative effects on the pet supplements and functional treats market. Increased pet adoption during lockdown periods led to higher demand for pet care and nutrition products, as owners focused more on immunity and overall wellness of animals. This boosted sales of supplements and functional treats. On the other hand, disruptions in global supply chains, production slowdowns, and transportation issues limited product availability in certain areas. While physical retail outlets experienced temporary declines, online sales channels grew rapidly. Overall, the pandemic enhanced awareness of pet health and supported long-term market expansion worldwide.

The vitamins & minerals segment is expected to be the largest during the forecast period

The vitamins & minerals segment is expected to account for the largest market share during the forecast period because of their fundamental importance in supporting animal health. They help correct nutritional imbalances and promote key functions like immune response, bone development, energy metabolism, and overall vitality. Veterinarians frequently recommend these supplements for routine pet care across different age

groups and breeds. Their wide usage in preventive healthcare makes them highly popular among pet owners. Additionally, their availability in multiple convenient formats such as chews, powders, and tablets contributes to their strong market dominance and consistent demand globally.

The online retail & e-commerce segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online retail & e-commerce segment is predicted to witness the highest growth rate, driven by increasing digitalization and evolving consumer preferences. Pet owners are shifting toward online platforms because they offer convenience, a wide range of products, attractive pricing, and doorstep delivery services. These platforms also provide detailed product descriptions, user feedback, and subscription-based purchasing models that encourage loyalty. The rise of mobile shopping applications and digital advertising enhances customer reach and engagement. Furthermore, direct-to-consumer brands are using e-commerce channels effectively, making it the most rapidly expanding distribution channel globally.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share because of high levels of pet ownership, strong purchasing power, and growing awareness of animal wellness. The region has a developed veterinary care system, easy access to premium pet nutrition products, and the presence of major industry players. Increasing focus on preventive healthcare and the humanization of pets further supports demand for supplements and functional treats. In addition, advanced retail infrastructure and strong online distribution channels improve product availability. The United States and Canada significantly contribute, reinforcing North America's dominant position in the market.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by urban expansion, higher income levels, and a rising number of pet owners in countries like India, China, Japan, and Australia. Increasing awareness of pet wellness is pushing demand for preventive nutrition products and functional treats. The rapid growth of online retail and improving distribution networks is also boosting product availability. Furthermore, the adoption of global pet care practices and entry of international brands are supporting market expansion, positioning Asia-Pacific as the

fastest-growing region in this industry worldwide.

### Key players in the market

Some of the key players in Pet Nutritional Supplements and Functional Treats Market include Mars Petcare, Nestlé, Purina PetCare, Colgate-Palmolive, J.M. Smucker Company, Blue Buffalo, H&H Group, Nutramax Laboratories, Kemin Industries, Kerry Group PLC, ADM (Archer Daniels Midland), Symrise AG, Roquette Frères, Darling Ingredients Inc, Nordic Naturals, Healthy Pets, Schell & Kampeter, Wellness Pet and Affinity Petcare.

### Key Developments:

In May 2026, Mars Petcare and Big Idea Ventures announce the launch of the Next Generation Pet Food Program, in collaboration with industry leaders AAK, Böhler, Givaudan, and Ingredion. Now in its third year, the program has become a leading global platform for advancing sustainable solutions in pet nutrition, focused on identifying and scaling the next generation of breakthrough technologies.

In November 2025, H&H Group behind Swisse, Biostime, and Zesty Paws, has officially opened its new 17,000-square-metre National Operations Centre in Victoria, marking a significant milestone in the Group's Australian manufacturing and export operations. The new facility consolidates H&H Group's TGA-licensed packing, operations, warehousing, and product development into a single purpose-built site.

In August 2025, Nordic and CLEAR announced a new partnership to enhance healthcare information security and streamline patient and provider access across the healthcare ecosystem. Nordic, an established partner to more than 700 healthcare organizations around the globe, will leverage CLEAR's reusable identity platform for healthcare businesses, CLEAR1, for organizations seeking ways to simplify and secure the user experience for patients and providers.

### Product Types Covered:

Vitamins & Minerals

Probiotics & Prebiotics

Omega Fatty Acids

Herbal & Botanical Extracts

Functional Treats

**Pet Types Covered:**

Dogs

Cats

Horses

Other Pet Types

**Forms Covered:**

Tablets & Capsules

Powders

Liquids

Chews & Bites

**Distribution Channels Covered:**

Veterinary Clinics

Pet Specialty Stores

Online Retail & E-commerce

Supermarkets & Hypermarkets

**Functions Covered:**

Joint & Bone Health

Digestive Health

Skin & Coat Care

Immune Support

Cognitive & Behavioral Support

Weight Management & Metabolic Health

**Regions Covered:**

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

#### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

##### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

### **2 RESEARCH FRAMEWORK**

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
  - 2.4.1 Data Collection (Primary and Secondary)
  - 2.4.2 Data Modeling and Estimation Techniques
  - 2.4.3 Data Validation and Triangulation
  - 2.4.4 Analytical and Forecasting Approach

### **3 MARKET DYNAMICS AND TREND ANALYSIS**

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

### **4 COMPETITIVE AND STRATEGIC ASSESSMENT**

- 4.1 Porter's Five Forces Analysis
  - 4.1.1 Supplier Bargaining Power
  - 4.1.2 Buyer Bargaining Power
  - 4.1.3 Threat of Substitutes
  - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

## **5 GLOBAL PET NUTRITIONAL SUPPLEMENTS AND FUNCTIONAL TREATS MARKET, BY PRODUCT TYPE**

- 5.1 Vitamins & Minerals
- 5.2 Probiotics & Prebiotics
- 5.3 Omega Fatty Acids
- 5.4 Herbal & Botanical Extracts
- 5.5 Functional Treats

## **6 GLOBAL PET NUTRITIONAL SUPPLEMENTS AND FUNCTIONAL TREATS MARKET, BY PET TYPE**

- 6.1 Dogs
- 6.2 Cats
- 6.3 Horses
- 6.4 Other Pet Types

## **7 GLOBAL PET NUTRITIONAL SUPPLEMENTS AND FUNCTIONAL TREATS MARKET, BY FORM**

- 7.1 Tablets & Capsules
- 7.2 Powders
- 7.3 Liquids
- 7.4 Chews & Bites

## **8 GLOBAL PET NUTRITIONAL SUPPLEMENTS AND FUNCTIONAL TREATS MARKET, BY DISTRIBUTION CHANNEL**

- 8.1 Veterinary Clinics
- 8.2 Pet Specialty Stores
- 8.3 Online Retail & E-commerce
- 8.4 Supermarkets & Hypermarkets

## **9 GLOBAL PET NUTRITIONAL SUPPLEMENTS AND FUNCTIONAL TREATS MARKET, BY FUNCTION**

- 9.1 Joint & Bone Health
- 9.2 Digestive Health
- 9.3 Skin & Coat Care
- 9.4 Immune Support
- 9.5 Cognitive & Behavioral Support
- 9.6 Weight Management & Metabolic Health

## **10 GLOBAL PET NUTRITIONAL SUPPLEMENTS AND FUNCTIONAL TREATS MARKET, BY GEOGRAPHY**

- 10.1 North America
  - 10.1.1 United States
  - 10.1.2 Canada
  - 10.1.3 Mexico
- 10.2 Europe
  - 10.2.1 United Kingdom
  - 10.2.2 Germany
  - 10.2.3 France
  - 10.2.4 Italy
  - 10.2.5 Spain
  - 10.2.6 Netherlands
  - 10.2.7 Belgium
  - 10.2.8 Sweden
  - 10.2.9 Switzerland
  - 10.2.10 Poland
  - 10.2.11 Rest of Europe
- 10.3 Asia Pacific
  - 10.3.1 China
  - 10.3.2 Japan
  - 10.3.3 India
  - 10.3.4 South Korea
  - 10.3.5 Australia
  - 10.3.6 Indonesia
  - 10.3.7 Thailand
  - 10.3.8 Malaysia
  - 10.3.9 Singapore
  - 10.3.10 Vietnam
  - 10.3.11 Rest of Asia Pacific

## 10.4 South America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Colombia

10.4.4 Chile

10.4.5 Peru

10.4.6 Rest of South America

## 10.5 Rest of the World (RoW)

10.5.1 Middle East

10.5.1.1 Saudi Arabia

10.5.1.2 United Arab Emirates

10.5.1.3 Qatar

10.5.1.4 Israel

10.5.1.5 Rest of Middle East

10.5.2 Africa

10.5.2.1 South Africa

10.5.2.2 Egypt

10.5.2.3 Morocco

10.5.2.4 Rest of Africa

## 11 STRATEGIC MARKET INTELLIGENCE

11.1 Industry Value Network and Supply Chain Assessment

11.2 White-Space and Opportunity Mapping

11.3 Product Evolution and Market Life Cycle Analysis

11.4 Channel, Distributor, and Go-to-Market Assessment

## 12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

12.1 Mergers and Acquisitions

12.2 Partnerships, Alliances, and Joint Ventures

12.3 New Product Launches and Certifications

12.4 Capacity Expansion and Investments

12.5 Other Strategic Initiatives

## 13 COMPANY PROFILES

13.1 Mars Petcare

13.2 Nestlé Purina PetCare

- 13.3 Colgate-Palmolive
- 13.4 J.M. Smucker Company
- 13.5 Blue Buffalo
- 13.6 H&H Group
- 13.7 Nutramax Laboratories
- 13.8 Kemin Industries
- 13.9 Kerry Group PLC
- 13.10 ADM (Archer Daniels Midland)
- 13.11 Symrise AG
- 13.12 Roquette Frères
- 13.13 Darling Ingredients Inc
- 13.14 Nordic Naturals
- 13.15 Healthy Pets
- 13.16 Schell & Kampeter
- 13.17 Wellness Pet
- 13.18 Affinity Petcare

## List Of Tables

### LIST OF TABLES

Table 1 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Product Type (2023-2034) (\$MN)

Table 3 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Vitamins & Minerals (2023-2034) (\$MN)

Table 4 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Probiotics & Prebiotics (2023-2034) (\$MN)

Table 5 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Omega Fatty Acids (2023-2034) (\$MN)

Table 6 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Herbal & Botanical Extracts (2023-2034) (\$MN)

Table 7 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Functional Treats (2023-2034) (\$MN)

Table 8 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Pet Type (2023-2034) (\$MN)

Table 9 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Dogs (2023-2034) (\$MN)

Table 10 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Cats (2023-2034) (\$MN)

Table 11 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Horses (2023-2034) (\$MN)

Table 12 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Other Pet Types (2023-2034) (\$MN)

Table 13 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Form (2023-2034) (\$MN)

Table 14 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Tablets & Capsules (2023-2034) (\$MN)

Table 15 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Powders (2023-2034) (\$MN)

Table 16 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Liquids (2023-2034) (\$MN)

Table 17 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Chews & Bites (2023-2034) (\$MN)

Table 18 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By

Distribution Channel (2023-2034) (\$MN)

Table 19 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Veterinary Clinics (2023-2034) (\$MN)

Table 20 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Pet Specialty Stores (2023-2034) (\$MN)

Table 21 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Online Retail & E-commerce (2023-2034) (\$MN)

Table 22 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Supermarkets & Hypermarkets (2023-2034) (\$MN)

Table 23 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Function (2023-2034) (\$MN)

Table 24 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Joint & Bone Health (2023-2034) (\$MN)

Table 25 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Digestive Health (2023-2034) (\$MN)

Table 26 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Skin & Coat Care (2023-2034) (\$MN)

Table 27 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Immune Support (2023-2034) (\$MN)

Table 28 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Cognitive & Behavioral Support (2023-2034) (\$MN)

Table 29 Global Pet Nutritional Supplements and Functional Treats Market Outlook, By Weight Management & Metabolic Health (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

## I would like to order

Product name: Pet Nutritional Supplements and Functional Treats Market Forecasts to 2034 – Global Analysis By Product Type (Vitamins & Minerals, Probiotics & Prebiotics, Omega Fatty Acids, Herbal & Botanical Extracts and Functional Treats), Pet Type, Form, Distribution Channel, Function and By Geography

Product link: <https://marketpublishers.com/r/PE8DE68962CAEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PE8DE68962CAEN.html>