

# **Equine Supplements Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Powder, Liquid, Pellets & Granules, and Others), Health Benefits (Digestive Health, Joint and Bone Health, Hoof and Laminitis, General Health and Immunity, Respiratory, Muscle Support, Skin and Coat, Calming and Nervous System, Vitamins & Minerals, Kidney/Renal, Liver/Hepatic, and Others), and Distribution Channel (Supermarkets and Hypermarkets, Pharmacies and Drugstores, Pet Stores, Online Retail, and Others)**

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## **Abstracts**

The equine supplements market size was valued at US\$ 2.65 billion in 2024 and is expected to reach US\$ 3.85 billion by 2031; it is estimated to register a CAGR of 5.5% from 2025 to 2031.

The main factors in the equine supplements market are the growing awareness of the owners and trainers of the horse about the health benefits of nutritional supplements. With the increased number of equines worldwide, the need to use products that improve horses' performance, joint wellness, digestion, and immunity has also been growing. This demand is even enhanced by the increased popularity of equestrian sports and recreational riding, where the owners want to improve the stamina and recovery of their horses. Also, the innovations in veterinary studies and the advent of scientifically

developed supplements have increased consumer confidence. The increasing interest in equine illnesses and prevention also aids the equine supplements market growth. Moreover, various supplements, including different types of vitamins, minerals, probiotics, and herbs, satisfy a wide range of health requirements. Disposable incomes and the humanization of pets promote their adoption of additional expenditures on equine health, and equine supplements have become an indispensable component of care.

The equine supplements market analysis has been performed by considering the following segments: type, health benefits, and distribution channel. The equine supplements market is segmented based on the type: powder, liquid, pellets & granules, and others. The powder segment will register a significant CAGR during 2025-2031. In terms of health benefits, the equine supplements market is segmented into digestive health, joint and bone health, hoof and laminitis, general health and immunity, respiratory, muscle support, skin and coat, calming and nervous system, vitamins & minerals, kidney/renal, liver/hepatic, and others. The joint and bone health segment held a significant share of the equine supplements market in 2024. The equine supplements market is segmented by distribution channel into supermarkets and hypermarkets, pharmacies and drugstores, pet stores, online retail, and others. The online retail segment is expected to register a significant CAGR during 2025-2031.

The equine supplements market is segmented based on the type: powder, liquid, pellets & granules, and others. The powder segment will register a significant CAGR during 2025-2031. Powders are favored for their versatility, ease of mixing with feed, and precise dosing, making them popular among horse owners and trainers. This segment includes a wide range of products, such as joint support, digestive aids, and performance enhancers, often formulated with high-quality ingredients like glucosamine, probiotics, and vitamins. Increasing demand for customized and natural formulations, coupled with innovations in palatable and bioavailable powders, drives this segment's expansion, particularly in competitive equestrian disciplines.

North America dominated the equine supplements market share in terms of revenue in 2024. Strong demand for joint and bone health, digestive, and performance-enhancing supplements drives growth, fueled by competitive sports like racing and rodeo. Advanced veterinary research and consumer preference for premium, science-backed products bolster the market. The region benefits from robust distribution channels, including e-commerce, and a focus on natural ingredients. Despite regulatory complexities, North America's market dominance is expected to persist, supported by innovation and equine welfare awareness.

Some of the key players operating in the global equine supplements market include Greencoat Ltd, Foran Healthcare Ltd, Sectolin BV, Horse First Ltd, Pferdegold Vertriebs GmbH, Hoveler & Equinova Benelux, Good Goods Germany GmbH, Alltech Inc, DBS Equestrian BV, and Nutriquine NV. Players operating in the equine supplements market focus on providing high-quality products to fulfill customer demand. Also, they are focusing on launching new and high-quality products for their customers.

The overall global equine supplements market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the equine supplements market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers-along with external consultants such as valuation experts, research analysts, and key opinion leaders-specializing in the equine supplements market.

### **Reason to buy**

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the global equine supplements market.

Highlights key business priorities in order to assist companies to realign their business strategies

The key findings and recommendations highlight crucial progressive industry trends in the global equine supplements market, thereby allowing players across the value chain to develop effective long-term strategies

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets

Scrutinize in-depth global market trends and outlook, coupled with the factors driving the market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation,

pricing and distribution

## **Companies**

The List of Companies - Equine Supplements Market

Greencoat Ltd

Foran Healthcare Ltd

Sectolin BV

Horse First Ltd

Pferdegold Vertriebs GmbH

Hoveler & Equinova Benelux

Good Goods Germany GmbH

Alltech Inc

DBS Equestrian BV

Nutriquine NV

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