

# **Europe Equine Supplements Market Size and Forecast (2020 - 2030), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Powder, Liquid, Pellets & Granules, and Others), Health Benefits (Digestive Health, Joint & Bone Health, Hoof & Laminitis, General Health & Immunity, Respiratory, Muscle Support, Skin & Coat, Calming & Nervous System, Vitamins & Minerals, Kidney/Renal, Liver/Hepatic, and Others), Distributional Channel (Supermarkets & Hypermarkets, Pharmacies & Drug Stores, Pet Stores, Online Retail, and Others), and Geography**

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## **Abstracts**

The Europe equine supplements market is projected to grow from US\$ 514.79 million in 2022 to US\$ 721.22 million by 2030. The market is expected to record a CAGR of 4.3% from 2022 to 2030.

Equine owners are seeking proper nutrition for their equines to enhance their performance and productivity in work and sports. Equine owners check the nutrients and ingredients included in supplements to ensure that the equines receive the most appropriate and beneficial nutrients. They search for products free of artificial additives, preservatives, and fillers. The increasing preference for a healthy diet and rising awareness regarding the benefits of natural ingredients in equines have surged the demand for natural and organic equine supplements.

E-commerce platforms are being used widely across the region for purchasing equine supplements. Increasing penetration of smartphones and the internet, convenient shopping experiences through online retail platforms, and the rising purchasing power of consumers are a few of the key factors driving the sales of various animal nutrition products, such as equine supplements, through e-commerce platforms. Equine owners increasingly prefer online retail platforms to buy equine supplements owing to the detailed product descriptions on the website, the availability of different products of various brands at affordable prices, home delivery services, and consumer ratings and reviews. During the COVID-19 outbreak, equine owners were restricted to staying at their homes, which increased their inclination toward online shopping. Since then, the preference for e-commerce has been significantly rising. According to the International Trade Administration, a US-based Department of Commerce, in 2022, consumer e-commerce made up 30% of the UK's overall retail sector, which was 20% in 2020.

With the rising penetration of e-commerce across the region, equine supplement manufacturers are expanding their online presence by selling products through well-known e-commerce platforms, such as Walmart, Amazon, and Lidl. Moreover, the manufacturers are opening their direct-to-consumer (D2C) retail platform, launching online websites, and selling their products without involving any 3rd party distributor or suppliers.

Based on health benefits, the Saudi Arabia cut vegetables market is segmented digestive health, joint & bone health, hoof & laminitis, general health & immunity, respiratory, muscle support, skin & coat, calming & nervous system, vitamins & minerals, kidney/renal, liver/hepatic, others. The joint & bone health segment holds significant market share in 2022. The rising awareness among equine owners to prevent lameness associated with osteoarthritis is boosting the demand for joint and bone health supplements. Moreover, equine joint and bone supplements support equines of all ages. Thus, the rising demand for joint and bone health supplements has encouraged major manufacturers in the region to provide such products. For example, Vetoquinol, a French company, offers equine supplement products such as 'Flexadin UCII' for joint health and mobility.

Based on distribution channel, the market is segmented into supermarkets & hypermarkets, pharmacies & drug stores, pet stores, online retail, and others. Online retail segmented expected to register highest CAGR in the Europe equine supplements market. Animal nutrition products such as equine supplements are widely available across e-commerce channels. Consumers can easily purchase and return these

products according to their requirements. Also, many local brands of equine supplements are available across online retail channels at affordable prices, further enhancing customer shopping experience. Additionally, e-commerce platforms confer multiple payment options and easy return/exchange policies, which increase their appeal among consumers.

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 are among the key players operating in the Europe equine supplements market.

The overall Europe equine supplements market size has been derived using 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 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; national sales managers; and external consultants, including valuation experts, research analysts, and key opinion leaders, specializing in the Saudi Arabia cut vegetables market.

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