

# North America Pet Supplements Market Forecast to 2028 - COVID-19 Impact and Regional Analysis by Form (Chewable, Powder, and Others), Pet Type (Dogs, Cats, and Others), and Distribution Channel (Online and Offline)

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## Abstracts

The North America pet supplements market is expected to grow from US\$ 893.06 million in 2022 to US\$ 1,217.25 million by 2028. It is estimated to grow at a CAGR of 5.3% from 2022 to 2028.

### Rising Number of Pet Owners Fuels North America Pet Supplements Market

In recent years, increasing disposable income and growing interest of millennials, especially adults in their early 20s and late 30s, for pet adoption are supporting the pet culture. In addition, due to the onset of the COVID-19 pandemic, people were working from home and self-isolating; this change in lifestyle inspired households to own pets. Since there was no evidence that pets could contribute to the spread of COVID-19, people felt safe with an animal companion that provided mental and emotional support during the pandemic. Along with increasing pet adoption, it has been observed that there is an increasing spending on pets for their wellbeing. Increasing consumer spending on pet care categories is attributed to the growing trend of pet humanization. Customers are increasing spending on premium pet food and products that are healthy and nutritious. There is a growing focus on pet health and wellness, sustainable products, and natural and locally sourced ingredients. Pet owners are also investing in special pet diets and indulgent products, which offer a better quality of life to their pets. Pet supplements help to improve the immune system and reduce the risk of heart disease, inflammation, cancer, and diabetes. In addition, these supplements also help to improve skin health and enhance the ability to reduce common health problems such

as itchy skin, environmental allergies, and bacterial infection. Thus, rising number of pet owners is boosting the demand for pet supplements.

## North America Pet Supplements Market Overview

The North America Pet Supplements Market is growing significantly, owing to the increasing pet humanization, which is boosting the demand for pet food, treats, and supplements. The rising awareness of the high nutritional benefits of pet supplements influences consumers' purchasing decisions. Pet owners have been spending significantly on nutrition such as pet supplements to meet the nutritional requirement of their pet's health. According to the National Pet Owners Survey (2021–2022) conducted by the American Pet Food Association, pet ownership increased from ~67% of US households in 2021 to 70% in 2022. Moreover, millennials were revealed to be the largest group of pet owners, with a share of 32%, followed by baby boomers (27%) and generation X (24%). Further, the rising tendency of these pet owners to improve the immune systems of their pets, strengthen their bones, improve digestion, and treat various skin allergies is also driving the demand for pet supplements in North America.

## North America Pet Supplements Market Revenue and Forecast to 2028 (US\$ Million)

### North America Pet Supplements Market Segmentation

The North America pet supplements market is segmented into form, pet type, distribution channel, and country.

Based on form, the North America pet supplements market is segmented into chewable, powder, and others. The chewable segment held the largest share of the North America pet supplements market in 2022.

Based on pet type, the North America pet supplements market is segmented into dogs, cats, and others. The dogs segment held the largest share of the North America pet supplements market in 2022.

Based on distribution channel, the North America pet supplements market is segmented into online and offline. The offline held a larger share of the North America pet supplements market in 2022.

Based on country, the North America pet supplements market is segmented into the US, Canada, and Mexico. The US dominated the share of the North America pet

supplements market in 2022.

Arrowleaf Naturals Ltd.; FoodScience LLC; Four Paws Inc; Nordic Naturals Inc; Nutramax Laboratories Consumer Care Inc; PetHonesty LLC; Thorne Vet Inc; Zesty Paw LLC are the leading companies operating in the North America pet supplements market.

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