

# **Pet Supplements Market Forecast to 2028 - COVID-19 Impact and Global 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 pet supplements market size is expected to grow from US\$ 2,281.70 million in 2022 to US\$ 3,200.77 million by 2028. It is expected to grow at a CAGR of 5.8% from 2022 to 2028.

Pet supplements are processed food made of plant and animal raw materials with a concentrated source of nutrients to compensate for protein, vitamins, or mineral deficiencies. These supplements provide essential nutrients to animals, which helps to improve the overall growth of the pets. An increasing number of product innovations to meet the rising demand for health and convenience, growing demand for immunity-boosting pet supplements, and rising consumer preference for e-commerce platforms are a few of the factors driving the growth of the pet supplements market. The pet supplements market is segmented on the basis of form, pet type, and distribution channel.

Based on distribution channel, the pet supplements market is bifurcated into online and offline. The offline segment accounted for a larger share of the pet supplements market in 2021. However, the online segment is expected to register a higher CAGR during the forecast period.

China, India, Japan, and other countries in Asia Pacific faced significant challenges due to the COVID-19 pandemic. Lockdowns, trade bans, business shutdowns, and other government restrictions curbed the growth of the pet food industry, including the businesses of pet supplement providers. However, the demand for pet supplements

increased during the first quarter of 2020 as people stocked up on pet products in response to lockdowns and travel bans. Moreover, growing awareness about the well-being of pets, inclination toward pet humanization, and changes in socioeconomic aspects propelled the demand for pet supplements in the region. These supplements help keep pets healthy and improve their immunity.

In 2021, governments of several countries in Asia Pacific eased social restrictions and permitted manufacturing companies to operate at full capacities. This helped pet supplement producers to overcome the demand and supply gaps, which eventually led to the market growth.

Based on region, the pet supplements market is segmented into North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. In 2021, North America held the largest share of the pet supplements market, and Asia Pacific is estimated to register the highest CAGR over the forecast period. 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.

Moreover, key players operating in the North America pet supplements market are adopting strategic initiatives such as product launches, acquisitions, and partnerships to sustain themselves in the growing market. According to Innova, pet supplements showed a staggering 116% growth from 2019 to 2020, with more than 150 new product development activities in the North American marketplace. For instance, in 2022, Ultimate Pet Nutrition launched Nutra Thrive, a Canine Nutritional Supplement that combines powerful probiotics with easily absorbed nutrients, vitamins, minerals, antioxidants, and digestive enzymes. This product also received the product of the year award from the Pet Innovation Award in September 2022. Such product innovation by manufacturers is further expected to drive the market growth in the coming years.

The key players operating in the pet supplements market include Zesty Paw LLC, Comfort Click Ltd., Arrowleaf Naturals Ltd., Four Paws Inc., Nutramax Laboratories Consumer Care Inc., FoodScience LLC, Nordic Naturals Inc., Thorne Vet Inc., Dorwest Herbs Ltd., and Pethonesty LLC. These companies are focusing on new product launches and geographical expansions to meet the growing consumer demand

worldwide.

The overall pet 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 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, such as valuation experts, research analysts, and key opinion leaders, specializing in the pet supplements market.

## Contents

### **1. INTRODUCTION**

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

### **2. KEY TAKEAWAYS**

### **3. RESEARCH METHODOLOGY**

- 3.1 Scope of the Study
- 3.2 Research Methodology
  - 3.2.1 Data Collection:
  - 3.2.2 Primary Interviews:
  - 3.2.3 Hypothesis Formulation:
  - 3.2.4 Macro-economic Factor Analysis:
  - 3.2.5 Developing Base Number:
  - 3.2.6 Data Triangulation:
  - 3.2.7 Country Level Data:
  - 3.2.8 Limitations and Assumptions:

### **4. PET SUPPLEMENTS MARKET OVERVIEW**

- 4.1 Market Overview
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Intensity of Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
  - 4.3.1 Raw Materials
  - 4.3.2 Manufacturing/Processing
  - 4.3.3 Packaging and Distribution
- 4.4 Expert Opinion

### **5. PET SUPPLEMENTS MARKET – KEY MARKET DYNAMICS**

## 5.1 Market Drivers

### 5.1.1 Rising Number of Pet Owners

### 5.1.2 Strategic Developments by Key Market Players

## 5.2 Market Restraints

### 5.2.1 Stringent Regulatory Framework

## 5.3 Market Opportunities

### 5.3.1 Consumer Preferences for E-Commerce Platform

## 5.4 Future Trends

### 5.4.1 Consumer Preference for Natural Ingredients in Pet Supplements

## 5.5 Impact Analysis of Drivers and Restraints

## **6. PET SUPPLEMENTS – GLOBAL MARKET ANALYSIS**

### 6.1 Pet Supplements Market Overview

### 6.2 Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

### 6.3 Competitive Positioning – Key Market Players

## **7. PET SUPPLEMENTS ANALYSIS – BY FORM**

### 7.1 Overview

### 7.2 Pet Supplements Market, By Form (2021 and 2028)

### 7.3 Chewable

#### 7.3.1 Overview

#### 7.3.2 Chewable: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

### 7.4 Powder

#### 7.4.1 Overview

#### 7.4.2 Powder: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

### 7.5 Others

#### 7.5.1 Overview

#### 7.5.2 Others: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

## **8. PET SUPPLEMENTS MARKET ANALYSIS – BY PET TYPE**

### 8.1 Overview

### 8.2 Pet Supplements Market, By Pet Type (2021 and 2028)

### 8.3 Dogs

#### 8.3.1 Overview

8.3.2 Dogs: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

8.4 Cats

8.4.1 Overview

8.4.2 Cats: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

8.5 Others

8.5.1 Overview

8.5.2 Others: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

## **9. PET SUPPLEMENTS ANALYSIS – BY DISTRIBUTION CHANNEL**

9.1 Overview

9.2 Pet Supplements Market, By Distribution Channel (2021 and 2028)

9.3 Online

9.3.1 Overview

9.3.2 Online: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

9.4 Offline

9.4.1 Overview

9.4.2 Offline: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

## **10. PET SUPPLEMENTS MARKET – GEOGRAPHIC ANALYSIS**

10.1 Overview

10.2 North America: Pet Supplements Market

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

10.2.2 North America: Pet Supplements Market, By Form

10.2.3 North America: Pet Supplements Market, by Pet Type

10.2.4 North America: Pet Supplements Market, by Distribution Channel

10.2.5 North America: Pet Supplements Market, by Key Country

10.2.5.1 US: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

10.2.5.1.1 US: Pet Supplements Market, By Form

10.2.5.1.2 US: Pet Supplements Market, by Pet Type

10.2.5.1.3 US: Pet Supplements Market, by Distribution Channel

10.2.5.2 Canada: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

10.2.5.2.1 Canada: Pet Supplements Market, By Form

10.2.5.2.2 Canada: Pet Supplements Market, by Pet Type

10.2.5.2.3 Canada: Pet Supplements Market, by Distribution Channel

10.2.5.3 Mexico: Pet Supplements Market – Revenue and Forecast to 2028 (US\$

Million)

10.2.5.3.1 Mexico: Pet Supplements Market, By Form

10.2.5.3.2 Mexico: Pet Supplements Market, by Pet Type

10.2.5.3.3 Mexico: Pet Supplements Market, by Distribution Channel

10.3 Europe: Pet Supplements Market

10.3.1 Europe: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

10.3.2 Europe: Pet Supplements Market, By Form

10.3.3 Europe: Pet Supplements Market, by Pet Type

10.3.4 Europe: Pet Supplements Market, by Distribution Channel

10.3.5 Europe: Pet Supplements Market, by Key Country

10.3.5.1 Germany: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

10.3.5.1.1 Germany: Pet Supplements Market, By Form

10.3.5.1.2 Germany: Pet Supplements Market, by Pet Type

10.3.5.1.3 Germany: Pet Supplements Market, by Distribution Channel

10.3.5.2 UK: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

10.3.5.2.1 UK: Pet Supplements Market, By Form

10.3.5.2.2 UK: Pet Supplements Market, by Pet Type

10.3.5.2.3 France: Pet Supplements Market, by Distribution Channel

10.3.5.3 France: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

10.3.5.3.1 France: Pet Supplements Market, By Form

10.3.5.3.2 France: Pet Supplements Market, by Pet Type

10.3.5.3.3 France: Pet Supplements Market, by Distribution Channel

10.3.5.4 Italy: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

10.3.5.4.1 Italy: Pet Supplements Market, By Form

10.3.5.4.2 Italy: Pet Supplements Market, by Pet Type

10.3.5.4.3 Italy: Pet Supplements Market, by Distribution Channel

10.3.5.5 Russia: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

10.3.5.5.1 Russia: Pet Supplements Market, By Form

10.3.5.5.2 Russia: Pet Supplements Market, by Pet Type

10.3.5.5.3 Russia: Pet Supplements Market, by Distribution Channel

10.3.5.6 Rest of Europe: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

10.3.5.6.1 Rest of Europe: Pet Supplements Market, By Form

10.3.5.6.2 Rest of Europe: Pet Supplements Market, by Pet Type

10.3.5.6.3 Rest of Europe: Pet Supplements Market, by Distribution Channel

10.4 Asia Pacific: Pet Supplements Market

10.4.1 Asia Pacific: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

10.4.2 Asia Pacific: Pet Supplements Market, By Form

10.4.3 Asia Pacific: Pet Supplements Market, by Pet Type

10.4.4 Asia Pacific: Pet Supplements Market, by Distribution Channel

10.4.5 Asia Pacific: Pet Supplements Market, by Key Country

10.4.5.1 China: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

10.4.5.1.1 China: Pet Supplements Market, By Form

10.4.5.1.2 China: Pet Supplements Market, by Pet Type

10.4.5.1.3 China: Pet Supplements Market, by Distribution Channel

10.4.5.2 Japan: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

10.4.5.2.1 Japan: Pet Supplements Market, By Form

10.4.5.2.2 Japan: Pet Supplements Market, by Pet Type

10.4.5.2.3 Japan: Pet Supplements Market, by Distribution Channel

10.4.5.3 India: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

10.4.5.3.1 India: Pet Supplements Market, by Type

10.4.5.3.2 India: Pet Supplements Market, by Pet Type

10.4.5.3.3 India: Pet Supplements Market, by Distribution Channel

10.4.5.4 Australia: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

10.4.5.4.1 Australia: Pet Supplements Market, By Form

10.4.5.4.2 Australia: Pet Supplements Market, by Pet Type

10.4.5.4.3 Australia: Pet Supplements Market, by Distribution Channel

10.4.5.5 South Korea: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

10.4.5.5.1 South Korea: Pet Supplements Market, By Form

10.4.5.5.2 South Korea: Pet Supplements Market, by Pet Type

10.4.5.5.3 South Korea: Pet Supplements Market, by Distribution Channel

10.4.5.6 Rest of Asia Pacific: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

10.4.5.6.1 Rest of Asia Pacific: Pet Supplements Market, By Form

10.4.5.6.2 Rest of Asia Pacific: Pet Supplements Market, by Pet Type

10.4.5.6.3 Rest of Asia Pacific: Pet Supplements Market, by Distribution Channel

10.5 South and Central America: Pet Supplements Market

10.5.1 South and Central America: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

10.5.2 South and Central America: Pet Supplements Market, By Form

10.5.3 South and Central America: Pet Supplements Market, by Pet Type

10.5.4 South and Central America: Pet Supplements Market, by Distribution Channel



- 10.5.5 South and Central America: Pet Supplements Market, by Key Country
  - 10.5.5.1 Brazil: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)
    - 10.5.5.1.1 Brazil: Pet Supplements Market, By Form
    - 10.5.5.1.2 Brazil: Pet Supplements Market, by Pet Type
    - 10.5.5.1.3 Brazil: Pet Supplements Market, by Distribution Channel
  - 10.5.5.2 Argentina: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)
    - 10.5.5.2.1 Argentina: Pet Supplements Market, By Form
    - 10.5.5.2.2 Argentina: Pet Supplements Market, by Pet Type
    - 10.5.5.2.3 Argentina: Pet Supplements Market, by Distribution Channel
  - 10.5.5.3 Rest of South and Central America: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)
    - 10.5.5.3.1 Rest of South and Central America: Pet Supplements Market, By Form
    - 10.5.5.3.2 Rest of South and Central America: Pet Supplements Market, by Pet Type
    - 10.5.5.3.3 Rest of South and Central America: Pet Supplements Market, by Distribution Channel
- 10.6 Middle East and Africa: Pet Supplements Market
  - 10.6.1 Middle East and Africa: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)
    - 10.6.2 Middle East and Africa: Pet Supplements Market, By Form
    - 10.6.3 Middle East and Africa: Pet Supplements Market, by Pet Type
    - 10.6.4 Middle East and Africa: Pet Supplements Market, by Distribution Channel
    - 10.6.5 Middle East and Africa: Pet Supplements Market, by Key Country
      - 10.6.5.1 Saudi Arabia: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)
        - 10.6.5.1.1 Saudi Arabia: Pet Supplements Market, By Form
        - 10.6.5.1.2 Saudi Arabia: Pet Supplements Market, by Pet Type
        - 10.6.5.1.3 Saudi Arabia: Pet Supplements Market, by Distribution Channel
      - 10.6.5.2 UAE: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)
        - 10.6.5.2.1 UAE: Pet Supplements Market, By Form
        - 10.6.5.2.2 UAE: Pet Supplements Market, by Pet Type
        - 10.6.5.2.3 UAE: Pet Supplements Market, by Distribution Channel
      - 10.6.5.3 South Africa: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)
        - 10.6.5.3.1 South Africa: Pet Supplements Market, By Form
        - 10.6.5.3.2 South Africa: Pet Supplements Market, by Pet Type
        - 10.6.5.3.3 South Africa: Pet Supplements Market, by Distribution Channel
      - 10.6.5.4 Rest of Middle East and Africa: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

- 10.6.5.4.1 Rest of Middle East and Africa: Pet Supplements Market, by Type
- 10.6.5.4.2 Rest of Middle East and Africa: Pet Supplements Market, by Pet Type
- 10.6.5.4.3 Rest of Middle East and Africa: Pet Supplements Market, by Distribution Channel

## **11. IMPACT OF COVID-19 PANDEMIC ON PET SUPPLEMENTS MARKET**

- 11.1 Impact of COVID-19 on Pet Supplements Market
- 11.2 North America: Impact Assessment of COVID-19 Pandemic
- 11.3 Europe Impact Assessment of COVID-19 Pandemic
- 11.4 Asia Pacific: Impact Assessment of COVID-19 Pandemic
- 11.5 Middle East & Africa: Impact Assessment of COVID-19 Pandemic
- 11.6 South & Central America: Impact Assessment of COVID-19 Pandemic

## **12. INDUSTRY LANDSCAPE**

- 12.1 Overview
- 12.2 Market Initiative
- 12.3 New Product Development
- 12.4 Merger and Acquisition

## **13. COMPANY PROFILES**

- 13.1 Zesty Paw LLC
  - 13.1.1 Key Facts
  - 13.1.2 Business Description
  - 13.1.3 Products and Services
  - 13.1.4 Financial Overview
  - 13.1.5 SWOT Analysis
  - 13.1.6 Key Developments
- 13.2 Comfort Click Ltd
  - 13.2.1 Key Facts
  - 13.2.2 Business Description
  - 13.2.3 Products and Services
  - 13.2.4 Financial Overview
  - 13.2.5 SWOT Analysis
  - 13.2.6 Key Developments
- 13.3 Arrowleaf Naturals Ltd
  - 13.3.1 Key Facts

- 13.3.2 Business Description
- 13.3.3 Products and Services
- 13.3.4 Financial Overview
- 13.3.5 SWOT Analysis
- 13.3.6 Key Developments
- 13.4 Four Paws Inc
  - 13.4.1 Key Facts
  - 13.4.2 Business Description
  - 13.4.3 Products and Services
  - 13.4.4 Financial Overview
  - 13.4.5 SWOT Analysis
  - 13.4.6 Key Developments
- 13.5 Nutramax Laboratories Consumer Care Inc
  - 13.5.1 Key Facts
  - 13.5.2 Business Description
  - 13.5.3 Products and Services
  - 13.5.4 Financial Overview
  - 13.5.5 SWOT Analysis
  - 13.5.6 Key Developments
- 13.6 FoodScience LLC
  - 13.6.1 Key Facts
  - 13.6.2 Business Description
  - 13.6.3 Products and Services
  - 13.6.4 Financial Overview
  - 13.6.5 SWOT Analysis
  - 13.6.6 Key Developments
- 13.7 Nordic Naturals Inc
  - 13.7.1 Key Facts
  - 13.7.2 Business Description
  - 13.7.3 Products and Services
  - 13.7.4 Financial Overview
  - 13.7.5 SWOT Analysis
  - 13.7.6 Key Developments
- 13.8 Thorne Vet Inc
  - 13.8.1 Key Facts
  - 13.8.2 Business Description
  - 13.8.3 Products and Services
  - 13.8.4 Financial Overview
  - 13.8.5 SWOT Analysis

13.8.6 Key Developments

13.9 Dorwest Herbs Ltd

13.9.1 Key Facts

13.9.2 Business Description

13.9.3 Products and Services

13.9.4 Financial Overview

13.9.5 SWOT Analysis

13.9.6 Key Developments

13.10 PetHonesty LLC

13.10.1 Key Facts

13.10.2 Business Description

13.10.3 Products and Services

13.10.4 Financial Overview

13.10.5 SWOT Analysis

13.10.6 Key Developments

## **14. APPENDIX**

14.1 About The Insight Partners

14.2 Word Index

## List Of Tables

### LIST OF TABLES

Table 1. Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Table 2. North America Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 3. North America Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 4. North America Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 5. US Pet Supplements Market, Type – Revenue and Forecast to 2028 (US\$ Million)

Table 6. US Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 7. US Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 8. Canada Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 9. Canada Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 10. Canada Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 11. Mexico Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 12. Mexico Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 13. Mexico Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 14. Europe: Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 15. Europe: Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 16. Europe: Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 17. Germany Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 18. Germany Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 19. Germany Pet Supplements Market, by Distribution Channel – Revenue and

Forecast to 2028 (US\$ Million)

Table 20. UK Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 21. UK Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 22. France Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 23. France Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 24. France Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 25. France Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 26. Italy Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 27. Italy Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 28. Italy Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 29. Russia Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 30. Russia Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 31. Russia Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 32. Rest of Europe Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 33. Rest of Europe Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 34. Rest of Europe Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 35. Asia Pacific Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 36. Asia Pacific Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 37. Asia Pacific: Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 38. China Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 39. China Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 40. China Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 41. Japan Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 42. Japan Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 43. Japan Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 44. India Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 45. India Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 46. India Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 47. Australia Pet Supplements Market, By Form– Revenue and Forecast to 2028 (US\$ Million)

Table 48. Australia Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 49. Australia Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 50. South Korea Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 51. South Korea Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 52. South Korea Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 53. Rest of Asia Pacific Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 54. Rest of Asia Pacific Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 55. Rest of Asia Pacific Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 56. South and Central America Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 57. South and Central America Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 58. South and Central America: Pet Supplements Market, by Distribution Channel

– Revenue and Forecast to 2028 (US\$ Million)

Table 59. Brazil Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 60. Brazil Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 61. Brazil Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 62. Argentina Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 63. Argentina Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 64. Argentina Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 65. Rest of South and Central America Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 66. Rest of South and Central America Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 67. Rest of South and Central America Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 68. Middle East and Africa Pet Supplements Market, By Form– Revenue and Forecast to 2028 (US\$ Million)

Table 69. Middle East and Africa Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 70. Middle East and Africa: Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 71. Saudi Arabia Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 72. Saudi Arabia Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 73. Saudi Arabia Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 74. UAE Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)

Table 75. UAE Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 76. UAE Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 77. South Africa Pet Supplements Market, By Form – Revenue and Forecast to 2028 (US\$ Million)



Table 78. South Africa Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 79. South Africa Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 80. Rest of Middle East and Africa Pet Supplements Market, by Type – Revenue and Forecast to 2028 (US\$ Million)

Table 81. Rest of Middle East and Africa Pet Supplements Market, by Pet Type – Revenue and Forecast to 2028 (US\$ Million)

Table 82. Rest of Middle East and Africa Pet Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 83. List of Abbreviation

## List Of Figures

### LIST OF FIGURES

- Figure 1. Pet Supplements Market Segmentation
- Figure 2. Pet Supplements Market Segmentation – By Geography
- Figure 3. Global Pet Supplements Market Overview
- Figure 4. Pet Supplements Market: By Form
- Figure 5. Pet Supplements Market: By Region
- Figure 6. Global Pet Supplements Market, Key Market Players
- Figure 7. Porter's Five Forces Analysis: Pet Supplements Market
- Figure 8. Ecosystem: Pet Supplements Market
- Figure 9. Expert Opinion
- Figure 10. Number of US Households that Own Pets (2021 – 2022)
- Figure 11. Global Pet Supplements Market Impact Analysis of Drivers and Restraints
- Figure 12. Geographic Overview of Pet Supplements Market
- Figure 13. Global: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 14. Key Players: Pet Supplements Market
- Figure 15. Pet Supplements Market Revenue Share, By Form (2021 and 2028)
- Figure 16. Chewable: Pet Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 17. Powder: Pet Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 18. Others: Pet Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 19. Pet Supplements Market Revenue Share, By Pet Type (2021 and 2028)
- Figure 20. Dogs: Pet Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 21. Cats: Pet Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 22. Others: Pet Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 23. Pet Supplements Market Revenue Share, By Distribution Channel (2021 and 2028)
- Figure 24. Online: Pet Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 25. Offline: Pet Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 26. Global Pet Supplements Market Revenue Share, By Region (2021 and 2028)

Figure 27. North America: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 28. North America: Pet Supplements Market Revenue Share, By Form (2021 and 2028)

Figure 29. North America: Pet Supplements Market Revenue Share, by Pet Type (2021 and 2028)

Figure 30. North America: Pet Supplements Market Revenue Share, by Distribution Channel (2021 and 2028)

Figure 31. North America: Pet Supplements Market Revenue Share, by Key Country (2021 and 2028)

Figure 32. US: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 33. Canada: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 34. Mexico: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 35. Europe: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 36. Europe: Pet Supplements Market Revenue Share, By Form (2021 and 2028)

Figure 37. Europe: Pet Supplements Market Revenue Share, by Pet Type (2021 and 2028)

Figure 38. Europe: Pet Supplements Market Revenue Share, by Distribution Channel (2021 and 2028)

Figure 39. Europe: Pet Supplements Market Revenue Share, by Key Country (2021 and 2028)

Figure 40. Germany: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 41. UK: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 42. France: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 43. Italy: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 44. Russia: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 45. Rest of Europe: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 46. Asia Pacific: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 47. Asia Pacific: Pet Supplements Market Revenue Share, By Form (2021 and 2028)

Figure 48. Asia Pacific: Pet Supplements Market Revenue Share, by Pet Type (2021

and 2028)

Figure 49. Asia Pacific: Pet Supplements Market Revenue Share, by Distribution Channel (2021 and 2028)

Figure 50. Asia Pacific: Pet Supplements Market Revenue Share, by Key Country (2021 and 2028)

Figure 51. China: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 52. Japan: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 53. India: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 54. Australia: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 55. South Korea: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 56. Rest of Asia Pacific: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 57. South and Central America: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 58. South and Central America: Pet Supplements Market Revenue Share, By Form (2021 and 2028)

Figure 59. South and Central America: Pet Supplements Market Revenue Share, by Pet Type (2021 and 2028)

Figure 60. South and Central America: Pet Supplements Market Revenue Share, by Distribution Channel (2021 and 2028)

Figure 61. South and Central America: Pet Supplements Market Revenue Share, by Key Country (2021 and 2028)

Figure 62. Brazil: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 63. Argentina: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 64. Rest of South and Central America: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 65. Middle East and Africa: Pet Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 66. Middle East and Africa: Pet Supplements Market Revenue Share, By Form (2021 and 2028)

Figure 67. Middle East and Africa: Pet Supplements Market Revenue Share, by Pet Type (2021 and 2028)

Figure 68. Middle East and Africa: Pet Supplements Market Revenue Share, by

Distribution Channel (2021 and 2028)

Figure 69. Middle East and Africa: Pet Supplements Market Revenue Share, by Key Country (2021 and 2028)

Figure 70. Saudi Arabia: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 71. UAE: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 72. South Africa: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 73. Rest of Middle East and Africa: Pet Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 74. Impact of COVID-19 Pandemic on North America Pet Supplements Market

Figure 75. Impact of COVID-19 Pandemic on Europe Pet Supplements Market

Figure 76. Impact of COVID-19 Pandemic on Asia Pacific Pet Supplements Market

Figure 77. Impact of COVID-19 Pandemic on the Middle East & Africa Pet Supplements Market

Figure 78. Impact of COVID-19 Pandemic on South & Central America Pet Supplements Market

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