

# **South & Central America Pet Supplements Market Forecast to 2028 - 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 South & Central America pet supplements market is expected to grow from US\$ 226.57 million in 2022 to US\$ 314.96 million by 2028. It is estimated to grow at a CAGR of 5.6% from 2022 to 2028.

### **Rising Number of Pet Owners Fuels South & Central America Pet Supplements Market**

The rising consumer preference and demand for nutrient-rich, premium, and personalized pet products has increased product innovations. This includes the development of innovative, safe, and premium quality pet supplements. Major market players are diversifying product portfolios by introducing a variety of pet supplements with different forms and health benefits. The puppy line includes five new products—Puppy Aller-Immune Bites; Puppy Calming Bites, Composure & Relaxation; Puppy 8-in-1 Multivitamin Bites; Training Bites; and Puppy Milk Replacer.

Moreover, several players operating in the South & Central America pet supplements market are engaged in the production of customized pet supplements. Various companies manufacturing human supplements are introducing new product portfolios for pet supplements to cater to the growing demand for pet supplements. This brand will offer pet care products, including pet food, medicine, pet supplements, and grooming products. Thus, increasing strategic developments such as product innovations and introduction of new product portfolios are driving the South & Central America pet supplements market growth.

## South & Central America Pet Supplements Market Overview

The South & Central America pet supplements market is segmented into Brazil, Argentina, and the Rest of South & Central America. During the initial months of the COVID-19 pandemic, thousands of Brazilian households acquired pets. Brazil is the largest market for pet care in South & Central America and one of the most mature ones. Consumers are now becoming aware of their pet's health and are mainly buying premium pet food with rich nutritional value. They are also willing to pay a premium for added-value pet nutrition products that offer health and wellness benefits for their beloved animals.

Moreover, the pet care industry in Chile has benefitted from the humanization of pets. As per the Agriculture and Livestock Service of Chile, the Chilean government authorized and registered 147 new imported pet nutrition products in the local market in 2021. Thus, with the increasing demand for animal nutrition products, the need for pet supplements is also expected to grow in the coming years.

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

### South & Central America Pet Supplements Market Segmentation

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

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

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

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

Based on country, the South & Central America pet supplements market is segmented

into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America pet supplements market in 2022.

Nordic Naturals Inc, Swedencare AB (NaturVet), WINPRO Pet, and Zesty Paw LLC are some of the leading companies operating in the South & Central America pet supplements market.

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