

# Pet Supplements

Pet supplements are experiencing high growth, fueled by owners' increased consideration for pet vitality and holistic wellbeing. Many of the top health claims in pet supplements mirror those that grew rapidly within human health & nutrition products, such as immune health and gut health.

**\$1.1B**  
sales of pet supplements  
in North America in 2023<sup>1</sup>

## U.S. Pet Supplement Launches<sup>2</sup>:

### Top Formats

1. Chews/Chewable
2. Powder
3. Liquid

**70%**

of supplements launched in the past 2 years were a chewable format.

### Top Flavors

- | Proteins   | Non-Proteins     |
|------------|------------------|
| 1. Chicken | 1. Peanut Butter |
| 2. Bacon   | 2. Pumpkin       |
| 3. Salmon  | 3. Sweet Potato  |
| 4. Duck    | 4. Banana        |
| 5. Beef    | 5. Cheese        |

Flavor can serve a critical role for pet supplements by **making the taste desirable** for the pet and **masking bitter notes** from vitamins, minerals, and other base ingredients.

### Top Claims

- |                               |                |
|-------------------------------|----------------|
| 1. Convenient Packaging       | 6. Natural     |
| 2. Immune health              | 7. Skin Health |
| 3. Digestive/Gut Health       | 8. GMO Free    |
| 4. No Additives/Preservatives | 9. Omega-3     |
| 5. Joint Health               | 10. Probiotic  |

Immune health is the **#1 health-related claim** among recent supplement launches, with more than a third of products stating this claim.



## Flavor Inspiration for Pet Supplement Innovation

- BBQ grilled chicken
- Miso ginger salmon
- Maple roasted pumpkin

## NOTABLE INNOVATIONS



**Therapetixx** soft chew supplements for gut health, hickory & sweet potato flavor



**Wellness Shield** supplements for immune health and seasonal allergies, salmon flavor



**Life Extension** soft chew supplements for stress and behavior, bacon flavor

Sources:  
1. Global Market Insights  
2. Innova new product database; dog and cat supplements launched in the U.S. between January 2022 and January 2024