

Trends in pet food supplements

Based on various research mainly focused on the US pet food supplements market the following trends can be identified and can be expected to appear in Europe:

1.Huminisation

Supplements aren't just for people anymore. The pet supplement market has grown with the human supplement market, as those who purchase these products decide that their pets can benefit from them as well. Humans increasingly consider their pets to be members of the family. An example of this is that pet owners are no longer just concerned with feeding their pets, but with the quality of food as well. As pet owners turn to foods that are natural, free of genetically modified organisms (GMOs), and organic, it's not very surprising that supplements have followed

The increasing number of single families, rising animal healthcare costs, aging pet population, and poor outcomes of the use of drugs have led to consumers looking for alternatives. Supplements are used as alternatives to drugs

Due to changes in lifestyle, pet humanization is on the rise in different countries. The increasing pet ownership among younger generations is the main driver of the market. Hence, an increasing number of people are treating pets as members of the family. The rise of the middle class and easy access to the internet are a few other drivers

An important part of pet humanization is the safety and nutritional needs of pets, which is also a result of consumers being educated about labeling and the ingredients used in products. Products that were considered perhaps luxuries by earlier generations are now considered essentials by millennial pet owners. What happens in the human supplement world affects pet supplements. As certain ingredients become popular in human supplements, they tend to cross over into supplements for animals.

2.Joint health, digestive health and condition-specific supplements

Market survey data found that joint supplements and digestive health pet food supplements top the list of the supplement types most frequently purchased. But beyond joint and digestive health, pet owners are also seeking out supplements to aid with cognitive health, skin/coat health and heart health. This indicates that there is definite opportunity for supplement marketers that offer condition-specific products to compete with similarly formulated pet foods and pet treats.

3. Turmeric/curcumin cross over from human market

While there are a few interesting herbs and superfoods being incorporated into pet supplements, one of the most interesting making its way from the human supplement market into the pet industry is turmeric. One of the compounds in turmeric, curcumin, has gained favor in the supplements market due to the number of health benefits it is believed to provide, primarily through its anti-inflammatory effects.

4. Cannabidiol supplements

Cannabidiol (CBD) is used in human medicine to help with a variety of conditions, including chronic pain, anxiety and epilepsy. As with many health-related human trends, the use of CBD has crossed over into the pet market, and several marketers have introduced CBD supplements for pets, the majority of which do not have a large presence elsewhere in the supplements market but instead specialize in products containing CBD. Companies competing in this segment claim that their products aid in everything from "overall health and wellness" to treating advanced age-related conditions such joint and inflammation issues.

5. Overall health and wellness, natural and organic

Yet, while an overall focus on health and wellness is an important factor impacting pet supplement sales, a number of other influences also have a significant impact on the market, most notably the increased awareness of age- and obesity-related health factors for pets. Dogs and cats are living longer, making problems such as joint wear and tear, slowing metabolisms, and digestive disorders inevitable. Other factors impacting pet supplement usage include the growing awareness of pet food allergies and intolerances, the market-wide trend towards more natural pet products, and the use of pet supplements as preventive care to avoid costly vet visits. The growing awareness of the links between diet and health is changing how pet owners buy. More than ever, they're scanning nutrition and ingredient labels on pet foods and supplements to make sure their pets are getting the very best. Pet owners are especially interested in pet supplements that are made with natural and organic ingredients. The wellness focus of the pet market has made pet owners more aware of opportunities, such as pet supplements, that can keep their pets as healthy as possible

6. Clean Label

Clean labels have also become a trend in the animal supplement industry. As with human supplements, there are plenty of brands that have artificial flavors and colors, gluten and GMO ingredients, so brands that can distinguish themselves with simple ingredients and sustainability will do well

7. Backed by clinical studies

As with supplements for humans, supplements for pets have more and more clinical research backing them up; the more research the better