

Nutraceuticals are integral to animal health and long-term productivity

India's animal nutraceuticals market stands at a pivotal juncture, with strong growth potential across livestock, poultry and companion animal segments. Being an organised sector in industry, poultry nutraceutical segment is well established.

However, in the dairy sector, especially amongst the unorganised dairy sector, an untapped opportunity lies in bridging the widespread awareness gap around balanced nutrition, an essential yet often overlooked aspect of animal health.

In the livestock sector, productivity has improved through cross-breeding, better farm management, and a sharper focus on yield. While progressive dairy farmers understand nutritional practices, the small and marginal livestock farmers remain inconsistent, directly impacting fertility, immunity, and overall output. For small and marginal farmers, who rely on dairy as a steady source of income beyond seasonal agriculture, nutraceuticals offer a powerful lever to enhance productivity, improve animal health, and enable more predictable earnings.

The cross-breeding programs, improved fertility, and rising awareness will drive scale in the livestock sector. On the other hand, the companion animal segment is emerging as a high-growth opportunity. As



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per the INFAH estimates, companion care segment is poised for rapid growth, with a projected CAGR of 12 per cent from Rs 15 billion in 2025 to Rs 48 billion in 2035. Pet adoption has risen steadily, particularly among nuclear families, a trend accelerated during and after COVID. Yet, only a small percentage of pets in India receive balanced nutrition. As pet parents become increasingly conscious of calorie intake, breed-specific needs, and preventive healthcare, nutraceuticals are evolving from optional

choice to essential components of overall pet wellness.

Addressing these gaps also require research-driven innovation. At Zenex Animal Health, the focus is on balanced nutritional feed supplements and advanced scientifically formulated solutions such as phytobiotics and probiotics to improve gut health, strengthen immunity, and support sustainable animal performance. Innovations including novel probiotic strains and next-generation feed supplements underscore the role nutraceuticals can play in enhancing both productivity and disease resistance.

Despite the promise, challenges persist in the absence of a well-defined regulatory framework for nutraceuticals. Further, limited rural infrastructure and access to veterinary services continue to constrain adoption. A prevailing misconception is that nutraceuticals are supplementary, in reality, they are integral to animal health and long-term productivity.

Encouragingly, growing government support, strengthening veterinary infrastructure including vet hospitals and diagnosis centres, milk processing facilities and increased availability of trained veterinarians and paravets are improving awareness and access. Together, these factors position India to emerge as a significant global player in the animal nutraceuticals space.