

Global CBD Pet Market Size study, by Animal Type (Dogs, Cats), Indication (Joint Pain, Anxiety/Stress, Epilepsy), Distribution Channel (Pet Specialty Stores, E-commerce, CBD Store), and Regional Forecasts 2022-2032

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Abstracts

Global CBD Pet Market is valued approximately at USD 3.01 billion in 2023 and is anticipated to grow with an astonishing compound annual growth rate of more than 32.47% over the forecast period 2024–2032. As modern pet owners increasingly seek holistic and alternative wellness remedies for their companions, the CBD pet market has rapidly gained momentum, transforming from niche novelty to mainstream necessity. Cannabidiol (CBD), a non-psychoactive compound derived from hemp, is now being embraced as a therapeutic agent across a spectrum of pet health concerns—from joint mobility and chronic pain to behavioral disorders and neurological imbalances. With heightened emphasis on pet well-being, human-grade standards, and product transparency, the market is evolving into a regulated ecosystem teeming with innovation and functional product development.

The surge in pet adoption rates, coupled with heightened awareness about pet health, has intensified demand for natural supplements, especially among millennial and Gen Z pet parents. CBD-infused treats, oils, tinctures, and topicals are witnessing remarkable consumer traction due to their perceived safety profile and minimal side effects. Furthermore, increasing incidences of stress-induced conditions, such as separation anxiety and age-related arthritis in pets, are propelling owners to proactively adopt preventative care using CBD formulations. Industry players are strategically differentiating their offerings by formulating species-specific, condition-targeted products backed by research, while also integrating QR-coded transparency and third-party testing to build consumer trust.

Despite its explosive growth, the market faces regulatory ambiguities, especially surrounding labeling, dosage consistency, and inter-state commerce, which remain prominent barriers. Additionally, limited long-term clinical data, combined with varying degrees of veterinarian endorsement, continues to influence consumer hesitancy in certain demographics. Moreover, the high cost of premium CBD pet products may restrict adoption in price-sensitive regions. Nevertheless, as scientific consensus strengthens and federal frameworks evolve toward clearer guidelines, stakeholder confidence is expected to surge, reinforcing CBD's standing as a reliable adjunct to conventional veterinary treatment.

Another dynamic shaping the market is the digitalization of pet care retail. E-commerce platforms and direct-to-consumer brands are leveraging data analytics, personalized recommendation engines, and social media marketing to foster loyal customer bases. Subscription-based services and curated CBD wellness boxes are also making inroads, creating recurring revenue streams while offering pet parents convenience and continuity. From hemp-sourced origin tracking to QR-enabled lab result access, product transparency is becoming a key brand differentiator that appeals to health-conscious consumers. This digitized approach is particularly crucial in urban markets, where convenience often dictates purchase behavior.

Regionally, North America dominated the CBD pet market in 2023, buoyed by an established CBD legal framework in the U.S. and growing pet humanization trends. Europe is not far behind, with nations like Germany, the UK, and the Netherlands gradually liberalizing CBD regulations and embracing natural pet wellness solutions. Meanwhile, the Asia Pacific region is emerging as a lucrative frontier, especially in countries like Japan, South Korea, and Australia, where alternative therapies for pets are gaining cultural acceptance. Latin America and the Middle East & Africa, though nascent in regulatory maturity, are anticipated to open up as CBD awareness, veterinary education, and retail infrastructure expand.

Major market player included in this report are:

HolistaPet

Pet Releaf

CBD Living

Honest Paws

Charlotte's Web Holdings Inc.

Medterra

Joy Organics

Canna-Pet

King Kanine

Innovet Pet Products

Green Roads

HempMy Pet

Fomo Bones

PureKana

Paw CBD

The detailed segments and sub-segment of the market are explained below:

By Animal Type

Dogs

Cats

By Indication

Joint Pain

Anxiety/Stress

Epilepsy

By Distribution Channel

Pet Specialty Stores

E-commerce

CBD Store

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

Key Takeaways:

Global CBD Pet Market Size study, by Animal Type (Dogs, Cats), Indication (Joint Pain, Anxiety/Stress, Epileps...

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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