

Global Companion Animal Health 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

<https://marketpublishers.com/r/G1113F4B50F9EN.html>

Date: May 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G1113F4B50F9EN

Abstracts

Global Companion Animal Health Market is valued approximately at USD 3.01 billion in 2023 and is anticipated to grow with an extraordinary compound annual growth rate of more than 32.47% over the forecast period 2024–2032. As pet ownership continues to flourish globally, especially among younger and more urbanized demographics, the companion animal health industry is undergoing a transformative expansion. Driven by rising expectations for pet wellness, comfort, and longevity, consumers are increasingly aligning their purchasing behavior with trends in natural health and preventive care. Companion animals, particularly dogs and cats, are now viewed less as property and more as family members—ushering in a paradigm shift where veterinary-grade solutions, functional nutrition, and holistic therapies such as CBD-based products have gained mainstream acceptance.

The proliferation of lifestyle diseases among pets, including arthritis, anxiety, and neurological conditions, has triggered heightened demand for customized and scientifically validated treatments. Companion animal health solutions, spanning from CBD-infused oils and chewables to anti-epileptic therapies, are being reformulated for species-specific applications, ensuring safety and therapeutic efficacy. Concurrently, heightened awareness around early diagnosis and behavioral well-being has prompted brands to embed transparency into their value chains, emphasizing lab-tested potency, organic certification, and veterinarian endorsement to differentiate themselves in an increasingly competitive space.

Nonetheless, industry players continue to face structural hurdles. Chief among them is the lack of uniform regulatory oversight across markets, leading to ambiguity around labeling standards, dosage recommendations, and cross-border distribution. Coupled with the limited availability of peer-reviewed long-term studies, this has created pockets of skepticism, especially among traditionally-minded veterinarians and cost-conscious consumers. Despite these frictions, the influx of capital into veterinary R&D and the development of smart packaging and dosing systems reflect the market's trajectory toward higher credibility, efficacy, and consumer reassurance.

Simultaneously, the digital revolution is reshaping how consumers discover, evaluate, and purchase companion animal health products. E-commerce platforms, bolstered by algorithmic personalization and influencer marketing, are catalyzing higher engagement and subscription-based repurchasing behavior. Retailers and direct-to-consumer brands are also tapping into the emotional bond between pet and owner, offering curated solutions tailored to pet age, breed, and behavior. These dynamics, amplified by increasing mobile penetration and fintech adoption, are accelerating market accessibility in emerging economies and consolidating brand equity among premium pet health providers.

Regionally, North America dominated the global companion animal health market in 2023, underpinned by robust veterinary networks, supportive regulatory frameworks, and high per capita spending on pets. Europe followed closely, benefiting from progressive attitudes toward animal welfare and innovation-friendly policy environments. The Asia Pacific region is expected to register the fastest CAGR, buoyed by rising disposable incomes, westernized pet care norms, and expanding e-commerce infrastructure in countries like India, Japan, and China. Latin America and the Middle East & Africa are also experiencing a steady rise in companion animal awareness, offering untapped growth potential over the coming decade.

Major market player included in this report are:

Honest Paws

Charlotte's Web Holdings Inc.

Joy Organics

Medterra

Pet Releaf

HolistaPet

CBD Living

Canna-Pet

King Kanine

Green Roads

Innovet Pet Products

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:

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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