

Global Calming Aid for Dogs Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Calming Aid for Dogs market size was valued at US\$ 526 million in 2025 and is forecast to a readjusted size of US\$ 746 million by 2032 with a CAGR of 5.2% during review period.

Calming Aid for Dogs refers to products or treatments designed to reduce anxiety, stress, and hyperactivity in dogs. These aids can come in various forms, such as chews, supplements, sprays, or diffusers, and typically contain natural ingredients like chamomile, valerian root, or CBD oil. They are used to help dogs cope with stressful situations such as thunderstorms, fireworks, separation anxiety, or travel. By promoting relaxation without sedation, calming aids aim to improve a dog's overall well-being and help them feel more comfortable and secure in their environment.

In 2025, global Calming Aid for Dogs production reached approximately 21,303 K units, with an average global market price of around US\$ 24 per unit.

The upstream segment of calming aid for dogs supply chain includes raw material suppliers supplying botanical calming extracts, L-theanine, synthetic canine pheromones, pet-grade flavorings, textile fabrics, plastic packaging, diffuser hardware and edible excipients, plus production equipment vendors providing blending, extrusion, filling and sterilization machinery; midstream manufacturers conduct formula compounding, soft chew molding, liquid bottling, pheromone carrier coating, quality testing and regulatory certification to produce oral supplements, wearable collars, sprays and pressure-calming vests. Downstream distribution channels cover pet specialty wholesalers, veterinary clinic suppliers, online pet e-commerce platforms and pet training retailers, delivering finished goods to end users including individual dog

owners, animal hospitals, professional dog trainers, boarding kennels and animal shelters, supported by pet health compliance inspection, cold-chain logistics for botanical formulations and after-sales behavioral consultation services throughout circulation.

Core functional raw materials account for 42%-50% of total manufacturing cost, dominated by premium calming herbal extracts and proprietary synthetic pheromones whose prices fluctuate with agricultural and fine chemical cycles; auxiliary materials including flavorings, food excipients, textile fabrics and sterile packaging take an additional 18%-23% of total expenditure. Direct labor for formula blending, molding, filling, sterilization and batch quality inspection makes up 9%-13%. Factory utilities, automated production equipment depreciation and GMP cleanroom maintenance jointly occupy 6%-10%. The remaining 7%-27% covers pet health regulatory certification fees, domestic and cross-border logistics, customized formula R&D, brand marketing expenses, channel distribution commissions and product shelf-life testing costs; veterinary-grade clinical calming aids carry an extra 22%-36% unit cost compared to mass-market daily pet calming products due to strict clinical efficacy trials and high-purity ingredient standards.

This report is a detailed and comprehensive analysis for global Calming Aid for Dogs market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Calming Aid for Dogs market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Calming Aid for Dogs market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Calming Aid for Dogs market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Calming Aid for Dogs market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Calming Aid for Dogs

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Calming Aid for Dogs market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include NaturVet, King Kanine, PetHonesty, Nelsons (RESCUE Remedy), Zesty Paws, maxxipaws (maxxidog), Iconic Brands LLC (Heavenly Hounds), ElleVet Sciences, Sunday Scaries, Ark Naturals, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Calming Aid for Dogs market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Supplements

Pheromone Products

Prescription Medications

Others

Market segment by Core Active Ingredient

Natural Botanical Calming Aid

Synthetic Pheromone Calming Aid

Amino Acid Nutraceutical Calming Aid

Market segment by Suitable Dog Weight Range

Small-Breed Calming Aid: 30 kg

Market segment by Application

Household

Commercial

Major players covered

NaturVet

King Kanine

PetHonesty

Nelsons (RESCUE Remedy)

Zesty Paws

maxxipaws (maxxidog)

Iconic Brands LLC (Heavenly Hounds)

ElleVet Sciences

Sunday Scaries

Ark Naturals

Nestl? Purina PetCare (Purina Pro Plan)

Kradle

ThunderWorks (ThunderShirt)

Finn

Pet Remedy

PetIQ (Vet IQ)

Vetoquinol (Zylkene)

Ceva Animal Health (ADAPTIL)

Primo Animal Health (Primo Pup)

Penelope?s Bloom

Extract Labs (Fetch)

Koi CBD

Reggie

Zatural

Mars Petcare (Royal Canin)

Virbac

Nutramax Laboratories (Solliquin)

Elanco Animal Health

Pevet Pet Pharma

Qingdao Magic Pet Products Co., Ltd.

Hangzhou Tianyuan Pet Products Co., Ltd. (Petstar)

DHC Corporation

QIX Corporation

LIP Co., Ltd. (PET LINK MORE)

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Calming Aid for Dogs product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Calming Aid for Dogs, with price, sales quantity, revenue, and global market share of Calming Aid for Dogs from 2021 to 2026.

Chapter 3, the Calming Aid for Dogs competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Calming Aid for Dogs breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Calming Aid for Dogs market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Calming Aid for Dogs.

Chapter 14 and 15, to describe Calming Aid for Dogs sales channel, distributors, customers, research findings and conclusion.

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