

Global Calming Pheromones for Pets 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 Pheromones for Pets market size was valued at US\$ 271 million in 2025 and is forecast to a readjusted size of US\$ 434 million by 2032 with a CAGR of 6.9% during review period.

Calming pheromones for pets are chemical substances produced by animals, including dogs and cats, to communicate with members of their own species. These pheromones play a crucial role in the animal kingdom for various social and behavioral purposes. In the context of pets, pheromones are used to influence and modify the behavior of dogs and cats in ways that are beneficial to their well-being and to facilitate communication between pets and their owners. Calming pheromones for pets products, available in various forms, including sprays, diffusers, and collars, are designed to mimic or replicate these natural pheromones. By introducing synthetic pheromones into a pet's environment, pet owners and veterinarians aim to influence and modify their behavior positively, reduce anxiety, and promote a sense of well-being. These products are commonly used to address issues such as separation anxiety, fear of fireworks or thunderstorms, territorial marking, and other behavior-related problems. The product is priced at approximately \$20 per unit, with a gross profit margin of around 30%.

The upstream of calming pheromones for pet products include chemical and fragrance-specialty suppliers that synthesize pheromone analog compounds and provide carriers such as solvents, polymers, and slow-release matrices, along with packaging components like diffuser housings, aerosol/spray valves, and collar substrates, while brand owners and pet-care companies formulate the actives into finished formats, validate performance and safety, and manage regulatory labeling. Downstream, products are sold through pet specialty retail chains, e-commerce platforms, veterinary

clinics and hospitals, grooming and boarding facilities, animal shelters and rescue organizations, and professional trainers/behaviorists, with end users primarily being pet owners seeking non-drug support for anxiety triggers such as travel, separation, fireworks, moving homes, or clinic visits.

Calming pheromones for pets are positioned as a “gentle, non-drug” anxiety-management tool, so demand tends to rise with broader pet humanization trends, increasing awareness of stress behaviors, and the growing willingness of owners to invest in everyday wellbeing products rather than only treating acute problems. The category’s growth is strongly channel-driven: e-commerce and subscription replenishment favor repeat purchases, while veterinary and trainer recommendations can accelerate trial and credibility, especially when bundled with behavior plans. Competition is increasingly about format and convenience—diffusers for home environments, collars for continuous wear, sprays/wipes for situational triggers—plus differentiation through claims substantiation, duration of efficacy, and compatibility with multi-pet households. At the same time, the market faces a trust hurdle because outcomes are variable and context-dependent, so brands that pair pheromones with clear usage protocols, behavior education, and measurable customer support (or combine pheromones with adjunct calming ingredients) often win on retention rather than one-time trial.

This report is a detailed and comprehensive analysis for global Calming Pheromones for Pets 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 Pheromones for Pets market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Calming Pheromones for Pets 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 Pheromones for Pets 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 Pheromones for Pets 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 Pheromones for Pets

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 Pheromones for Pets 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 FELIWAY (Ceva), ADAPTIL (Ceva), Comfort Zone (Central Garden & Pet), Sentry (PetIQ), ThunderWorks (Ceva), Nature's Miracle (Spectrum Brands), ZENIDOG (Virbac), Beaphar, Cature, etc.

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

Market Segmentation

Calming Pheromones for Pets 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

Sprays

Diffusers

Collars

Others

Market segment by Coverage

Home Environment

Carrier/Crate & Vehicle

On-pet

Others

Market segment by Use Case

Calming / Anxiety Reduction

Training & Adaptation

Territorial/Marking Reduction

Aggression / Multi-cat Conflict Management

Market segment by Application

Cats

Dogs

Others

Major players covered

FELIWAY (Ceva)

ADAPTIL (Ceva)

Comfort Zone (Central Garden & Pet)

Sentry (PetIQ)

ThunderWorks (Ceva)

Nature's Miracle (Spectrum Brands)

ZENIDOG (Virbac)

Beaphar

Cature

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 Pheromones for Pets product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Calming Pheromones for Pets 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 Pheromones for Pets 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 Pheromones for Pets.

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

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