

Global Calming Pheromones for Pets Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Calming Pheromones for Pets market size is expected to reach \$ 434 million by 2032, rising at a market growth of 6.9% CAGR during the forecast period (2026-2032).

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 studies the global Calming Pheromones for Pets production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Calming Pheromones for Pets and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Calming Pheromones for Pets that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Calming Pheromones for Pets total production and demand, 2021-2032, (K Units)

Global Calming Pheromones for Pets total production value, 2021-2032, (USD Million)

Global Calming Pheromones for Pets production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Calming Pheromones for Pets consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Calming Pheromones for Pets domestic production, consumption, key domestic manufacturers and share

Global Calming Pheromones for Pets production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Calming Pheromones for Pets production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Calming Pheromones for Pets production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Calming Pheromones for Pets market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Calming Pheromones for Pets market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Calming Pheromones for Pets Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Calming Pheromones for Pets Market, Segmentation by Type:

Sprays

Diffusers

Collars

Others

Global Calming Pheromones for Pets Market, Segmentation by Coverage:

Home Environment

Carrier/Crate & Vehicle

On-pet

Others

Global Calming Pheromones for Pets Market, Segmentation by Use Case:

Calming / Anxiety Reduction

Training & Adaptation

Territorial/Marking Reduction

Aggression / Multi-cat Conflict Management

Global Calming Pheromones for Pets Market, Segmentation by Application:

Cats

Dogs

Others

Companies Profiled:

FELIWAY (Ceva)

ADAPTIL (Ceva)

Comfort Zone (Central Garden & Pet)

Sentry (PetIQ)

ThunderWorks (Ceva)

Nature's Miracle (Spectrum Brands)

ZENIDOG (Virbac)

Beaphar

Cature

Key Questions Answered:

1. How big is the global Calming Pheromones for Pets market?
2. What is the demand of the global Calming Pheromones for Pets market?
3. What is the year over year growth of the global Calming Pheromones for Pets market?
4. What is the production and production value of the global Calming Pheromones for Pets market?
5. Who are the key producers in the global Calming Pheromones for Pets market?
6. What are the growth factors driving the market demand?

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