

Global Pet Weight Loss Drugs 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 Pet Weight Loss Drugs market size was valued at US\$ 0.67 million in 2025 and is forecast to a readjusted size of US\$ 20.91 million by 2032 with a CAGR of 6.1% during review period.

Pet weight loss drugs refer to medications used for the management of overweight and obesity in dogs, cats, and other companion animals, as well as veterinary-guided weight management functional preparations. Their goals are to reduce body fat and weight, improve body condition scores (BCS), and reduce the risk of obesity-related complications. Product forms typically include oral solutions, tablets/capsules, soft chewable tablets, and powder strips; their mechanisms of action may include inhibiting fat absorption and transport, regulating appetite and energy intake, and improving metabolism and gut microbiota. From the demand side, the number of cats owned by urban households in China is large, but there are currently no approved prescription weight loss drugs, leaving the market untapped and offering a significant first-mover advantage. From a willingness-to-pay perspective, pet owners in first-tier and new first-tier cities spend an average of 2,000-3,000 yuan annually on medical care, showing a high acceptance of high-value-added products. Furthermore, obesity in cats easily leads to complications such as diabetes and arthritis, making treatment relatively inelastic. Regarding pet owners' acceptance of weight loss drugs, awareness education is a key bottleneck. Secondly, the usage scenarios are limited by the penetration rate of medical services; currently, only a small number of pets undergo regular checkups, restricting drug accessibility. However, whether it can achieve large-scale sales depends on three hurdles: pricing (if a single course of treatment is too expensive, most owners will opt to "skip a few meals"), education (pet hospitals and owners need to be convinced that "medication + diet management" is safer and more effective than simply dieting), and

education. Most companies are currently in the research and development stage.

Pet obesity is rapidly shifting from a "feeding habit problem" to a "quantifiable health management problem." Rising companion animal healthcare spending and changes in the pet population's demographics are expanding weight management goals beyond simple weight loss to include joint reduction, improved metabolic indicators, and control of chronic disease risks. For brands, the value of weight-loss drugs and weight management formulations lies not only in individual product sales but also in forming repurchaseable, customized solutions that combine them with weight management food, body condition assessments, follow-up visits, and exercise and feeding plans, resulting in more stable lifetime revenue.

On the supply side, the limited number of prescription anti-obesity drugs specifically for pets, coupled with high compliance and safety requirements, along with owner compliance and weight rebound issues, makes it difficult to scale up the "single-drug solution" approach. Therefore, the market is more likely to expand along two lines: one is the trend towards lighter prescriptions and e-commerce, primarily using supplements and functional formulations, emphasizing safety boundaries and long-term use; the other is veterinarian-centric prescription and solution-based approaches, creating tiered management around high-risk dogs and cats, and improving sustainability through digital follow-up and subscription-based supplementation.

The structural trend on the demand side is that weight management is increasingly resembling a cross-category service-oriented consumption. Consumers are more willing to pay for visible improvements in their physical condition, and the distribution channels will see a combination of "online repurchase and replenishment plus offline veterinary assessment." At the same time, competition surrounding the scientific evidence for formulations, clinical follow-up data, and real-world effects will intensify significantly, and products lacking evidence or making exaggerated claims will face higher compliance and reputation risks.

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

Global Pet Weight Loss Drugs 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 Pet Weight Loss Drugs 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 Pet Weight Loss Drugs 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 Pet Weight Loss Drugs

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 Pet Weight Loss Drugs 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 Pfizer, Zoetis, Okava Pharmaceuticals, Omni Pet, Better Choice Company (BTTR), Orion Pharma, Rooted Owl, Huadong Medicine Co., Ltd., etc.

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

Market Segmentation

Pet Weight Loss Drugs 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

Injectables

Oral Medications

Others

Market segment by Pet

Dogs

Cats

Others

Market segment by Property

Medicines

Supplements

Market segment by Application

Pet Hospital

Clinic

Major players covered

Pfizer

Zoetis

Okava Pharmaceuticals

Omni Pet

Better Choice Company (BTTR)

Orion Pharma

Rooted Owl

Huadong Medicine Co., Ltd.

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 Pet Weight Loss Drugs product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Pet Weight Loss Drugs, with price, sales quantity, revenue, and global market share of Pet Weight Loss Drugs from 2021 to 2026.

Chapter 3, the Pet Weight Loss Drugs competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Pet Weight Loss Drugs 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 Pet Weight Loss Drugs 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 Pet Weight Loss Drugs.

Chapter 14 and 15, to describe Pet Weight Loss Drugs sales channel, distributors, customers, research findings and conclusion.

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