

# Global Pet Weight Loss Drugs Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Pet Weight Loss Drugs market size is expected to reach \$ 20.91 million by 2032, rising at a market growth of 6.1% CAGR during the forecast period (2026-2032).

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 studies the global Pet Weight Loss Drugs production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Pet Weight Loss Drugs 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 Pet Weight Loss Drugs that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Pet Weight Loss Drugs total production and demand, 2021-2032, (K Units)

Global Pet Weight Loss Drugs total production value, 2021-2032, (USD Million)

Global Pet Weight Loss Drugs production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Pet Weight Loss Drugs consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Pet Weight Loss Drugs domestic production, consumption, key domestic manufacturers and share

Global Pet Weight Loss Drugs production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Pet Weight Loss Drugs production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Pet Weight Loss Drugs production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Pet Weight Loss Drugs 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Pet Weight Loss Drugs 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 Pet Weight Loss Drugs Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Pet Weight Loss Drugs Market, Segmentation by Type:

Injectables

Oral Medications

Others

#### Global Pet Weight Loss Drugs Market, Segmentation by Pet:

Dogs

Cats

Others

Global Pet Weight Loss Drugs Market, Segmentation by Property:

Medicines

Supplements

Global Pet Weight Loss Drugs Market, Segmentation by Application:

Pet Hospital

Clinic

Companies Profiled:

Pfizer

Zoetis

Okava Pharmaceuticals

Omni Pet

Better Choice Company (BTTR)

Orion Pharma

Rooted Owl

Huadong Medicine Co., Ltd.

Key Questions Answered:

1. How big is the global Pet Weight Loss Drugs market?
2. What is the demand of the global Pet Weight Loss Drugs market?

3. What is the year over year growth of the global Pet Weight Loss Drugs market?
4. What is the production and production value of the global Pet Weight Loss Drugs market?
5. Who are the key producers in the global Pet Weight Loss Drugs market?
6. What are the growth factors driving the market demand?

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