

# Global Pet Weight Loss Medicines and Supplements 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 Medicines and Supplements 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 Medicines and Supplements 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 Medicines and Supplements 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 Medicines and Supplements market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pet Weight Loss Medicines and Supplements 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 Medicines and Supplements 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 Medicines and Supplements 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 Medicines and Supplements
- 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 Medicines and Supplements 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 Medicines and Supplements market is split by Type and by

*Global Pet Weight Loss Medicines and Supplements Market 2026 by Manufacturers, Regions, Type and Application,...*

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 Medicines and Supplements product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Pet Weight Loss Medicines and Supplements 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 Medicines and Supplements 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 Medicines and Supplements.

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

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Pet Weight Loss Medicines and Supplements Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Injectables

1.3.3 Oral Medications

1.3.4 Others

1.4 Market Analysis by Pet

1.4.1 Overview: Global Pet Weight Loss Medicines and Supplements Consumption Value by Pet: 2021 Versus 2025 Versus 2032

1.4.2 Dogs

1.4.3 Cats

1.4.4 Others

1.5 Market Analysis by Property

1.5.1 Overview: Global Pet Weight Loss Medicines and Supplements Consumption Value by Property: 2021 Versus 2025 Versus 2032

1.5.2 Medicines

1.5.3 Supplements

1.6 Market Analysis by Application

1.6.1 Overview: Global Pet Weight Loss Medicines and Supplements Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.6.2 Pet Hospital

1.6.3 Clinic

1.7 Global Pet Weight Loss Medicines and Supplements Market Size & Forecast

1.7.1 Global Pet Weight Loss Medicines and Supplements Consumption Value (2021 & 2025 & 2032)

1.7.2 Global Pet Weight Loss Medicines and Supplements Sales Quantity (2021-2032)

1.7.3 Global Pet Weight Loss Medicines and Supplements Average Price (2021-2032)

### 2 MANUFACTURERS PROFILES

2.1 Pfizer

2.1.1 Pfizer Details

2.1.2 Pfizer Major Business

- 2.1.3 Pfizer Pet Weight Loss Medicines and Supplements Product and Services
- 2.1.4 Pfizer Pet Weight Loss Medicines and Supplements Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.1.5 Pfizer Recent Developments/Updates
- 2.2 Zoetis
  - 2.2.1 Zoetis Details
  - 2.2.2 Zoetis Major Business
  - 2.2.3 Zoetis Pet Weight Loss Medicines and Supplements Product and Services
  - 2.2.4 Zoetis Pet Weight Loss Medicines and Supplements Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.2.5 Zoetis Recent Developments/Updates
- 2.3 Okava Pharmaceuticals
  - 2.3.1 Okava Pharmaceuticals Details
  - 2.3.2 Okava Pharmaceuticals Major Business
  - 2.3.3 Okava Pharmaceuticals Pet Weight Loss Medicines and Supplements Product and Services
  - 2.3.4 Okava Pharmaceuticals Pet Weight Loss Medicines and Supplements Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.3.5 Okava Pharmaceuticals Recent Developments/Updates
- 2.4 Omni Pet
  - 2.4.1 Omni Pet Details
  - 2.4.2 Omni Pet Major Business
  - 2.4.3 Omni Pet Pet Weight Loss Medicines and Supplements Product and Services
  - 2.4.4 Omni Pet Pet Weight Loss Medicines and Supplements Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.4.5 Omni Pet Recent Developments/Updates
- 2.5 Better Choice Company (BTTR)
  - 2.5.1 Better Choice Company (BTTR) Details
  - 2.5.2 Better Choice Company (BTTR) Major Business
  - 2.5.3 Better Choice Company (BTTR) Pet Weight Loss Medicines and Supplements Product and Services
  - 2.5.4 Better Choice Company (BTTR) Pet Weight Loss Medicines and Supplements Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.5.5 Better Choice Company (BTTR) Recent Developments/Updates
- 2.6 Orion Pharma
  - 2.6.1 Orion Pharma Details
  - 2.6.2 Orion Pharma Major Business
  - 2.6.3 Orion Pharma Pet Weight Loss Medicines and Supplements Product and Services

2.6.4 Orion Pharma Pet Weight Loss Medicines and Supplements Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 Orion Pharma Recent Developments/Updates

2.7 Rooted Owl

2.7.1 Rooted Owl Details

2.7.2 Rooted Owl Major Business

2.7.3 Rooted Owl Pet Weight Loss Medicines and Supplements Product and Services

2.7.4 Rooted Owl Pet Weight Loss Medicines and Supplements Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Rooted Owl Recent Developments/Updates

2.8 Huadong Medicine Co., Ltd.

2.8.1 Huadong Medicine Co., Ltd. Details

2.8.2 Huadong Medicine Co., Ltd. Major Business

2.8.3 Huadong Medicine Co., Ltd. Pet Weight Loss Medicines and Supplements Product and Services

2.8.4 Huadong Medicine Co., Ltd. Pet Weight Loss Medicines and Supplements Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Huadong Medicine Co., Ltd. Recent Developments/Updates

### **3 COMPETITIVE ENVIRONMENT: PET WEIGHT LOSS MEDICINES AND SUPPLEMENTS BY MANUFACTURER**

3.1 Global Pet Weight Loss Medicines and Supplements Sales Quantity by Manufacturer (2021-2026)

3.2 Global Pet Weight Loss Medicines and Supplements Revenue by Manufacturer (2021-2026)

3.3 Global Pet Weight Loss Medicines and Supplements Average Price by Manufacturer (2021-2026)

3.4 Market Share Analysis (2025)

3.4.1 Producer Shipments of Pet Weight Loss Medicines and Supplements by Manufacturer Revenue (\$MM) and Market Share (%): 2025

3.4.2 Top 3 Pet Weight Loss Medicines and Supplements Manufacturer Market Share in 2025

3.4.3 Top 6 Pet Weight Loss Medicines and Supplements Manufacturer Market Share in 2025

3.5 Pet Weight Loss Medicines and Supplements Market: Overall Company Footprint Analysis

3.5.1 Pet Weight Loss Medicines and Supplements Market: Region Footprint

3.5.2 Pet Weight Loss Medicines and Supplements Market: Company Product Type

## Footprint

### 3.5.3 Pet Weight Loss Medicines and Supplements Market: Company Product

## Application Footprint

### 3.6 New Market Entrants and Barriers to Market Entry

### 3.7 Mergers, Acquisition, Agreements, and Collaborations

## 4 CONSUMPTION ANALYSIS BY REGION

### 4.1 Global Pet Weight Loss Medicines and Supplements Market Size by Region

#### 4.1.1 Global Pet Weight Loss Medicines and Supplements Sales Quantity by Region (2021-2032)

#### 4.1.2 Global Pet Weight Loss Medicines and Supplements Consumption Value by Region (2021-2032)

#### 4.1.3 Global Pet Weight Loss Medicines and Supplements Average Price by Region (2021-2032)

### 4.2 North America Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032)

### 4.3 Europe Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032)

### 4.4 Asia-Pacific Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032)

### 4.5 South America Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032)

### 4.6 Middle East & Africa Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032)

## 5 MARKET SEGMENT BY TYPE

### 5.1 Global Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2032)

### 5.2 Global Pet Weight Loss Medicines and Supplements Consumption Value by Type (2021-2032)

### 5.3 Global Pet Weight Loss Medicines and Supplements Average Price by Type (2021-2032)

## 6 MARKET SEGMENT BY APPLICATION

### 6.1 Global Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2032)

6.2 Global Pet Weight Loss Medicines and Supplements Consumption Value by Application (2021-2032)

6.3 Global Pet Weight Loss Medicines and Supplements Average Price by Application (2021-2032)

## **7 NORTH AMERICA**

7.1 North America Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2032)

7.2 North America Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2032)

7.3 North America Pet Weight Loss Medicines and Supplements Market Size by Country

7.3.1 North America Pet Weight Loss Medicines and Supplements Sales Quantity by Country (2021-2032)

7.3.2 North America Pet Weight Loss Medicines and Supplements Consumption Value by Country (2021-2032)

7.3.3 United States Market Size and Forecast (2021-2032)

7.3.4 Canada Market Size and Forecast (2021-2032)

7.3.5 Mexico Market Size and Forecast (2021-2032)

## **8 EUROPE**

8.1 Europe Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2032)

8.2 Europe Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2032)

8.3 Europe Pet Weight Loss Medicines and Supplements Market Size by Country

8.3.1 Europe Pet Weight Loss Medicines and Supplements Sales Quantity by Country (2021-2032)

8.3.2 Europe Pet Weight Loss Medicines and Supplements Consumption Value by Country (2021-2032)

8.3.3 Germany Market Size and Forecast (2021-2032)

8.3.4 France Market Size and Forecast (2021-2032)

8.3.5 United Kingdom Market Size and Forecast (2021-2032)

8.3.6 Russia Market Size and Forecast (2021-2032)

8.3.7 Italy Market Size and Forecast (2021-2032)

## **9 ASIA-PACIFIC**

9.1 Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2032)

9.2 Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2032)

9.3 Asia-Pacific Pet Weight Loss Medicines and Supplements Market Size by Region

9.3.1 Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity by Region (2021-2032)

9.3.2 Asia-Pacific Pet Weight Loss Medicines and Supplements Consumption Value by Region (2021-2032)

9.3.3 China Market Size and Forecast (2021-2032)

9.3.4 Japan Market Size and Forecast (2021-2032)

9.3.5 South Korea Market Size and Forecast (2021-2032)

9.3.6 India Market Size and Forecast (2021-2032)

9.3.7 Southeast Asia Market Size and Forecast (2021-2032)

9.3.8 Australia Market Size and Forecast (2021-2032)

## **10 SOUTH AMERICA**

10.1 South America Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2032)

10.2 South America Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2032)

10.3 South America Pet Weight Loss Medicines and Supplements Market Size by Country

10.3.1 South America Pet Weight Loss Medicines and Supplements Sales Quantity by Country (2021-2032)

10.3.2 South America Pet Weight Loss Medicines and Supplements Consumption Value by Country (2021-2032)

10.3.3 Brazil Market Size and Forecast (2021-2032)

10.3.4 Argentina Market Size and Forecast (2021-2032)

## **11 MIDDLE EAST & AFRICA**

11.1 Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2032)

11.2 Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2032)

11.3 Middle East & Africa Pet Weight Loss Medicines and Supplements Market Size by

## Country

11.3.1 Middle East & Africa Pet Weight Loss Medicines and Supplements Sales

Quantity by Country (2021-2032)

11.3.2 Middle East & Africa Pet Weight Loss Medicines and Supplements

Consumption Value by Country (2021-2032)

11.3.3 Turkey Market Size and Forecast (2021-2032)

11.3.4 Egypt Market Size and Forecast (2021-2032)

11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)

11.3.6 South Africa Market Size and Forecast (2021-2032)

## 12 MARKET DYNAMICS

12.1 Pet Weight Loss Medicines and Supplements Market Drivers

12.2 Pet Weight Loss Medicines and Supplements Market Restraints

12.3 Pet Weight Loss Medicines and Supplements Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

## 13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of Pet Weight Loss Medicines and Supplements and Key Manufacturers

13.2 Manufacturing Costs Percentage of Pet Weight Loss Medicines and Supplements

13.3 Pet Weight Loss Medicines and Supplements Production Process

13.4 Industry Value Chain Analysis

## 14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Pet Weight Loss Medicines and Supplements Typical Distributors

14.3 Pet Weight Loss Medicines and Supplements Typical Customers

## 15 RESEARCH FINDINGS AND CONCLUSION

## **16 APPENDIX**

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Pet Weight Loss Medicines and Supplements Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Pet Weight Loss Medicines and Supplements Consumption Value by Pet, (USD Million), 2021 & 2025 & 2032

Table 3. Global Pet Weight Loss Medicines and Supplements Consumption Value by Property, (USD Million), 2021 & 2025 & 2032

Table 4. Global Pet Weight Loss Medicines and Supplements Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Pfizer Basic Information, Manufacturing Base and Competitors

Table 6. Pfizer Major Business

Table 7. Pfizer Pet Weight Loss Medicines and Supplements Product and Services

Table 8. Pfizer Pet Weight Loss Medicines and Supplements Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 9. Pfizer Recent Developments/Updates

Table 10. Zoetis Basic Information, Manufacturing Base and Competitors

Table 11. Zoetis Major Business

Table 12. Zoetis Pet Weight Loss Medicines and Supplements Product and Services

Table 13. Zoetis Pet Weight Loss Medicines and Supplements Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 14. Zoetis Recent Developments/Updates

Table 15. Okava Pharmaceuticals Basic Information, Manufacturing Base and Competitors

Table 16. Okava Pharmaceuticals Major Business

Table 17. Okava Pharmaceuticals Pet Weight Loss Medicines and Supplements Product and Services

Table 18. Okava Pharmaceuticals Pet Weight Loss Medicines and Supplements Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 19. Okava Pharmaceuticals Recent Developments/Updates

Table 20. Omni Pet Basic Information, Manufacturing Base and Competitors

Table 21. Omni Pet Major Business

Table 22. Omni Pet Pet Weight Loss Medicines and Supplements Product and Services

Table 23. Omni Pet Pet Weight Loss Medicines and Supplements Sales Quantity (K

Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 24. Omni Pet Recent Developments/Updates

Table 25. Better Choice Company (BTTR) Basic Information, Manufacturing Base and Competitors

Table 26. Better Choice Company (BTTR) Major Business

Table 27. Better Choice Company (BTTR) Pet Weight Loss Medicines and Supplements Product and Services

Table 28. Better Choice Company (BTTR) Pet Weight Loss Medicines and Supplements Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 29. Better Choice Company (BTTR) Recent Developments/Updates

Table 30. Orion Pharma Basic Information, Manufacturing Base and Competitors

Table 31. Orion Pharma Major Business

Table 32. Orion Pharma Pet Weight Loss Medicines and Supplements Product and Services

Table 33. Orion Pharma Pet Weight Loss Medicines and Supplements Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 34. Orion Pharma Recent Developments/Updates

Table 35. Rooted Owl Basic Information, Manufacturing Base and Competitors

Table 36. Rooted Owl Major Business

Table 37. Rooted Owl Pet Weight Loss Medicines and Supplements Product and Services

Table 38. Rooted Owl Pet Weight Loss Medicines and Supplements Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 39. Rooted Owl Recent Developments/Updates

Table 40. Huadong Medicine Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 41. Huadong Medicine Co., Ltd. Major Business

Table 42. Huadong Medicine Co., Ltd. Pet Weight Loss Medicines and Supplements Product and Services

Table 43. Huadong Medicine Co., Ltd. Pet Weight Loss Medicines and Supplements Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 44. Huadong Medicine Co., Ltd. Recent Developments/Updates

Table 45. Global Pet Weight Loss Medicines and Supplements Sales Quantity by Manufacturer (2021-2026) & (K Units)

- Table 46. Global Pet Weight Loss Medicines and Supplements Revenue by Manufacturer (2021-2026) & (USD Million)
- Table 47. Global Pet Weight Loss Medicines and Supplements Average Price by Manufacturer (2021-2026) & (US\$/Unit)
- Table 48. Market Position of Manufacturers in Pet Weight Loss Medicines and Supplements, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
- Table 49. Head Office and Pet Weight Loss Medicines and Supplements Production Site of Key Manufacturer
- Table 50. Pet Weight Loss Medicines and Supplements Market: Company Product Type Footprint
- Table 51. Pet Weight Loss Medicines and Supplements Market: Company Product Application Footprint
- Table 52. Pet Weight Loss Medicines and Supplements New Market Entrants and Barriers to Market Entry
- Table 53. Pet Weight Loss Medicines and Supplements Mergers, Acquisition, Agreements, and Collaborations
- Table 54. Global Pet Weight Loss Medicines and Supplements Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR
- Table 55. Global Pet Weight Loss Medicines and Supplements Sales Quantity by Region (2021-2026) & (K Units)
- Table 56. Global Pet Weight Loss Medicines and Supplements Sales Quantity by Region (2027-2032) & (K Units)
- Table 57. Global Pet Weight Loss Medicines and Supplements Consumption Value by Region (2021-2026) & (USD Million)
- Table 58. Global Pet Weight Loss Medicines and Supplements Consumption Value by Region (2027-2032) & (USD Million)
- Table 59. Global Pet Weight Loss Medicines and Supplements Average Price by Region (2021-2026) & (US\$/Unit)
- Table 60. Global Pet Weight Loss Medicines and Supplements Average Price by Region (2027-2032) & (US\$/Unit)
- Table 61. Global Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2026) & (K Units)
- Table 62. Global Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2027-2032) & (K Units)
- Table 63. Global Pet Weight Loss Medicines and Supplements Consumption Value by Type (2021-2026) & (USD Million)
- Table 64. Global Pet Weight Loss Medicines and Supplements Consumption Value by Type (2027-2032) & (USD Million)
- Table 65. Global Pet Weight Loss Medicines and Supplements Average Price by Type

(2021-2026) & (US\$/Unit)

Table 66. Global Pet Weight Loss Medicines and Supplements Average Price by Type (2027-2032) & (US\$/Unit)

Table 67. Global Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2026) & (K Units)

Table 68. Global Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2027-2032) & (K Units)

Table 69. Global Pet Weight Loss Medicines and Supplements Consumption Value by Application (2021-2026) & (USD Million)

Table 70. Global Pet Weight Loss Medicines and Supplements Consumption Value by Application (2027-2032) & (USD Million)

Table 71. Global Pet Weight Loss Medicines and Supplements Average Price by Application (2021-2026) & (US\$/Unit)

Table 72. Global Pet Weight Loss Medicines and Supplements Average Price by Application (2027-2032) & (US\$/Unit)

Table 73. North America Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2026) & (K Units)

Table 74. North America Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2027-2032) & (K Units)

Table 75. North America Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2026) & (K Units)

Table 76. North America Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2027-2032) & (K Units)

Table 77. North America Pet Weight Loss Medicines and Supplements Sales Quantity by Country (2021-2026) & (K Units)

Table 78. North America Pet Weight Loss Medicines and Supplements Sales Quantity by Country (2027-2032) & (K Units)

Table 79. North America Pet Weight Loss Medicines and Supplements Consumption Value by Country (2021-2026) & (USD Million)

Table 80. North America Pet Weight Loss Medicines and Supplements Consumption Value by Country (2027-2032) & (USD Million)

Table 81. Europe Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2026) & (K Units)

Table 82. Europe Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2027-2032) & (K Units)

Table 83. Europe Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2026) & (K Units)

Table 84. Europe Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2027-2032) & (K Units)

Table 85. Europe Pet Weight Loss Medicines and Supplements Sales Quantity by Country (2021-2026) & (K Units)

Table 86. Europe Pet Weight Loss Medicines and Supplements Sales Quantity by Country (2027-2032) & (K Units)

Table 87. Europe Pet Weight Loss Medicines and Supplements Consumption Value by Country (2021-2026) & (USD Million)

Table 88. Europe Pet Weight Loss Medicines and Supplements Consumption Value by Country (2027-2032) & (USD Million)

Table 89. Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2026) & (K Units)

Table 90. Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2027-2032) & (K Units)

Table 91. Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2026) & (K Units)

Table 92. Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2027-2032) & (K Units)

Table 93. Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity by Region (2021-2026) & (K Units)

Table 94. Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity by Region (2027-2032) & (K Units)

Table 95. Asia-Pacific Pet Weight Loss Medicines and Supplements Consumption Value by Region (2021-2026) & (USD Million)

Table 96. Asia-Pacific Pet Weight Loss Medicines and Supplements Consumption Value by Region (2027-2032) & (USD Million)

Table 97. South America Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2026) & (K Units)

Table 98. South America Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2027-2032) & (K Units)

Table 99. South America Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2026) & (K Units)

Table 100. South America Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2027-2032) & (K Units)

Table 101. South America Pet Weight Loss Medicines and Supplements Sales Quantity by Country (2021-2026) & (K Units)

Table 102. South America Pet Weight Loss Medicines and Supplements Sales Quantity by Country (2027-2032) & (K Units)

Table 103. South America Pet Weight Loss Medicines and Supplements Consumption Value by Country (2021-2026) & (USD Million)

Table 104. South America Pet Weight Loss Medicines and Supplements Consumption

Value by Country (2027-2032) & (USD Million)

Table 105. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2021-2026) & (K Units)

Table 106. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Quantity by Type (2027-2032) & (K Units)

Table 107. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2021-2026) & (K Units)

Table 108. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Quantity by Application (2027-2032) & (K Units)

Table 109. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Quantity by Country (2021-2026) & (K Units)

Table 110. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Quantity by Country (2027-2032) & (K Units)

Table 111. Middle East & Africa Pet Weight Loss Medicines and Supplements Consumption Value by Country (2021-2026) & (USD Million)

Table 112. Middle East & Africa Pet Weight Loss Medicines and Supplements Consumption Value by Country (2027-2032) & (USD Million)

Table 113. Pet Weight Loss Medicines and Supplements Raw Material

Table 114. Key Manufacturers of Pet Weight Loss Medicines and Supplements Raw Materials

Table 115. Pet Weight Loss Medicines and Supplements Typical Distributors

Table 116. Pet Weight Loss Medicines and Supplements Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Pet Weight Loss Medicines and Supplements Picture

Figure 2. Global Pet Weight Loss Medicines and Supplements Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Type in 2025

Figure 4. Injectables Examples

Figure 5. Oral Medications Examples

Figure 6. Others Examples

Figure 7. Global Pet Weight Loss Medicines and Supplements Revenue by Pet, (USD Million), 2021 & 2025 & 2032

Figure 8. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Pet in 2025

Figure 9. Dogs Examples

Figure 10. Cats Examples

Figure 11. Others Examples

Figure 12. Global Pet Weight Loss Medicines and Supplements Revenue by Property, (USD Million), 2021 & 2025 & 2032

Figure 13. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Property in 2025

Figure 14. Medicines Examples

Figure 15. Supplements Examples

Figure 16. Global Pet Weight Loss Medicines and Supplements Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 17. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Application in 2025

Figure 18. Pet Hospital Examples

Figure 19. Clinic Examples

Figure 20. Global Pet Weight Loss Medicines and Supplements Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 21. Global Pet Weight Loss Medicines and Supplements Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 22. Global Pet Weight Loss Medicines and Supplements Sales Quantity (2021-2032) & (K Units)

Figure 23. Global Pet Weight Loss Medicines and Supplements Price (2021-2032) & (US\$/Unit)

- Figure 24. Global Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Manufacturer in 2025
- Figure 25. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Manufacturer in 2025
- Figure 26. Producer Shipments of Pet Weight Loss Medicines and Supplements by Manufacturer Sales (\$MM) and Market Share (%): 2025
- Figure 27. Top 3 Pet Weight Loss Medicines and Supplements Manufacturer (Revenue) Market Share in 2025
- Figure 28. Top 6 Pet Weight Loss Medicines and Supplements Manufacturer (Revenue) Market Share in 2025
- Figure 29. Global Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Region (2021-2032)
- Figure 30. Global Pet Weight Loss Medicines and Supplements Consumption Value Market Share by Region (2021-2032)
- Figure 31. North America Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)
- Figure 32. Europe Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)
- Figure 33. Asia-Pacific Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)
- Figure 34. South America Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)
- Figure 35. Middle East & Africa Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)
- Figure 36. Global Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Type (2021-2032)
- Figure 37. Global Pet Weight Loss Medicines and Supplements Consumption Value Market Share by Type (2021-2032)
- Figure 38. Global Pet Weight Loss Medicines and Supplements Average Price by Type (2021-2032) & (US\$/Unit)
- Figure 39. Global Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Application (2021-2032)
- Figure 40. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Application (2021-2032)
- Figure 41. Global Pet Weight Loss Medicines and Supplements Average Price by Application (2021-2032) & (US\$/Unit)
- Figure 42. North America Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Type (2021-2032)
- Figure 43. North America Pet Weight Loss Medicines and Supplements Sales Quantity

Market Share by Application (2021-2032)

Figure 44. North America Pet Weight Loss Medicines and Supplements Sales Quantity

Market Share by Country (2021-2032)

Figure 45. North America Pet Weight Loss Medicines and Supplements Consumption

Value Market Share by Country (2021-2032)

Figure 46. United States Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 47. Canada Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 48. Mexico Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 49. Europe Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Type (2021-2032)

Figure 50. Europe Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Application (2021-2032)

Figure 51. Europe Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Country (2021-2032)

Figure 52. Europe Pet Weight Loss Medicines and Supplements Consumption Value Market Share by Country (2021-2032)

Figure 53. Germany Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 54. France Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 55. United Kingdom Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 56. Russia Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 57. Italy Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 58. Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Type (2021-2032)

Figure 59. Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Application (2021-2032)

Figure 60. Asia-Pacific Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Region (2021-2032)

Figure 61. Asia-Pacific Pet Weight Loss Medicines and Supplements Consumption Value Market Share by Region (2021-2032)

Figure 62. China Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 63. Japan Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 64. South Korea Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 65. India Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 66. Southeast Asia Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 67. Australia Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 68. South America Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Type (2021-2032)

Figure 69. South America Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Application (2021-2032)

Figure 70. South America Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Country (2021-2032)

Figure 71. South America Pet Weight Loss Medicines and Supplements Consumption Value Market Share by Country (2021-2032)

Figure 72. Brazil Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 73. Argentina Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 74. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Type (2021-2032)

Figure 75. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Application (2021-2032)

Figure 76. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Quantity Market Share by Country (2021-2032)

Figure 77. Middle East & Africa Pet Weight Loss Medicines and Supplements Consumption Value Market Share by Country (2021-2032)

Figure 78. Turkey Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 79. Egypt Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 80. Saudi Arabia Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 81. South Africa Pet Weight Loss Medicines and Supplements Consumption Value (2021-2032) & (USD Million)

Figure 82. Pet Weight Loss Medicines and Supplements Market Drivers

- Figure 83. Pet Weight Loss Medicines and Supplements Market Restraints
- Figure 84. Pet Weight Loss Medicines and Supplements Market Trends
- Figure 85. Porters Five Forces Analysis
- Figure 86. Manufacturing Cost Structure Analysis of Pet Weight Loss Medicines and Supplements in 2025
- Figure 87. Manufacturing Process Analysis of Pet Weight Loss Medicines and Supplements
- Figure 88. Pet Weight Loss Medicines and Supplements Industrial Chain
- Figure 89. Sales Channel: Direct to End-User vs Distributors
- Figure 90. Direct Channel Pros & Cons
- Figure 91. Indirect Channel Pros & Cons
- Figure 92. Methodology
- Figure 93. Research Process and Data Source

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