

# Global Pets Appeasing Pheromone Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Pets Appeasing Pheromone 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).

Pets Appeasing Pheromone refers to synthetic versions of natural pheromones that animals, especially mammals like dogs and cats, release to create a sense of safety, calm, and familiarity, particularly between a mother and her young. These pheromones are odorless to humans but are detected by pets through their vomeronasal system, helping reduce stress-related behaviors such as anxiety, fear, aggression, excessive vocalization, or marking when animals face changes like travel, separation, new environments, or veterinary visits. They are commonly delivered through diffusers, sprays, collars, or wipes and are positioned as non-drug, behavior-support solutions that complement training and environmental management rather than acting as sedatives. The product is priced at approximately \$20 per unit, with a gross profit margin of around 30%.

The upstream of pets appeasing pheromone products includes 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.

Pets appeasing pheromones 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 Pets Appeasing Pheromone production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Pets Appeasing Pheromone 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 Pets Appeasing Pheromone that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Pets Appeasing Pheromone total production and demand, 2021-2032, (K Units)

Global Pets Appeasing Pheromone total production value, 2021-2032, (USD Million)

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

Global Pets Appeasing Pheromone consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Pets Appeasing Pheromone domestic production, consumption, key domestic manufacturers and share

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

Global Pets Appeasing Pheromone production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Pets Appeasing Pheromone production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Pets Appeasing Pheromone 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 Pets Appeasing Pheromone 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 Pets Appeasing Pheromone Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Pets Appeasing Pheromone Market, Segmentation by Type:

Sprays

Diffusers

Collars

Others

#### Global Pets Appeasing Pheromone Market, Segmentation by Coverage:

Home Environment

Carrier/Crate & Vehicle

On-pet

Others

#### Global Pets Appeasing Pheromone Market, Segmentation by Use Case:

Calming / Anxiety Reduction

Training & Adaptation

Territorial/Marking Reduction

Aggression / Multi-cat Conflict Management

Global Pets Appeasing Pheromone 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 Pets Appeasing Pheromone market?

2. What is the demand of the global Pets Appeasing Pheromone market?
3. What is the year over year growth of the global Pets Appeasing Pheromone market?
4. What is the production and production value of the global Pets Appeasing Pheromone market?
5. Who are the key producers in the global Pets Appeasing Pheromone market?
6. What are the growth factors driving the market demand?

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