

Global Probiotics for Pets Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/GD646270F961EN.html>

Date: June 2026

Pages: 166

Price: US\$ 3,480.00 (Single User License)

ID: GD646270F961EN

Abstracts

According to our (Global Info Research) latest study, the global Probiotics for Pets market size was valued at US\$ 803 million in 2025 and is forecast to a readjusted size of US\$ 1442 million by 2032 with a CAGR of 8.3% during review period.

Pet probiotics are a type of pet nutritional supplement containing beneficial microorganisms, primarily used to improve the gut health and immune function of companion animals such as dogs and cats. Common strains include lactobacilli and bifidobacteria, which help maintain gut microbiota balance, promote nutrient absorption, and reduce digestive problems. Pet probiotic products are typically offered in powder, tablet, capsule, chewable tablet, or liquid form, and can be used to relieve gastrointestinal discomfort, aid in gut recovery after antibiotic treatment, and improve overall health. With increasing awareness of pet health and the popularization of preventative care concepts, pet probiotics are being used more and more widely in the modern pet nutrition field. The upstream of the pet probiotic industry chain includes suppliers of probiotic strains, fermentation media, nutrient substrates, encapsulation materials, and packaging materials. Midstream manufacturers produce finished probiotic supplements through microbial fermentation, strain stabilization, formula development, and product packaging. Downstream sales channels include pet hospitals, pet specialty stores, e-commerce platforms, and pet food retail channels, with pet owners being the primary end users. The industry ecosystem also includes product testing, quality certification, and regulatory compliance services to ensure product safety, efficacy, and stable strain activity. In 2025, the global production of pet probiotics is estimated at 31.2 million units, with an average global market price of approximately US\$25 per unit. The gross profit margin of major companies in the industry ranges from 45% to 65%. In 2025, the global production capacity of pet probiotics is estimated at

41.6 million units.

The market for probiotics for pets is experiencing strong growth as pet owners increasingly focus on preventive healthcare and digestive wellness for companion animals. Rising awareness of gut microbiome health and the link between digestion and immunity is driving demand for probiotic supplements in pet nutrition. In addition, the humanization trend of pets encourages owners to invest in high-quality nutritional products similar to those used in human health. Product innovation, including strain-specific formulations, flavored chewable formats, and combination supplements with vitamins or prebiotics, is expanding consumer adoption. E-commerce platforms and veterinary recommendations are also accelerating market penetration. With the continued expansion of the global pet population and growing emphasis on animal health management, the probiotics for pets market is expected to maintain robust growth in the coming years.

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

Global Probiotics for Pets 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 Probiotics for Pets 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 Probiotics for Pets 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 Probiotics for Pets

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 Probiotics for Pets 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 Novonesis, Nestl? Purina PetCare, Nutramax Laboratories, Zesty Paws, IFF Health Sciences, Puainta, A Big Hug, ?MAG, NOURSE, Kerry Group, etc.

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

Market Segmentation

Probiotics for Pets 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

Powder Probiotics

Chewable Tablets

Capsules

Liquid Probiotics

Market segment by Microbial Strain Type

Lactobacillus-based Probiotics

Bifidobacterium-based Probiotics

Bacillus-based Probiotics

Multi-Strain Probiotics

Market segment by Target Animal

Dog Probiotics

Cat Probiotics

Small Animal Probiotics (Rabbits, Hamsters, etc.)

Aquatic Pet Probiotics

Market segment by Application

Online Sales

Offline Sales

Major players covered

Novonesis

Nestlé Purina PetCare

Nutramax Laboratories

Zesty Paws

IFF Health Sciences

Puainta

A Big Hug

?MAG

NOURSE

Kerry Group

Sacco System

Fidobiotics

Petipharm

Provable

Hollison

AdvaCare Pharma

Protexin Pet

Ipromea

Bioprox Healthcare

CanBiocin

PROBIOWAY

Shandong Weiman Pet Food Co., Ltd.

Lallemand Animal Nutrition

Bacterfield

Mars Petcare

ADM

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 Probiotics for Pets product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Probiotics for Pets, with price, sales quantity, revenue, and global market share of Probiotics for Pets from 2021 to 2026.

Chapter 3, the Probiotics for Pets competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Probiotics for Pets 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 Probiotics for Pets 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 Probiotics for Pets.

Chapter 14 and 15, to describe Probiotics for Pets sales channel, distributors, customers, research findings and conclusion.

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