

Global Probiotics for Pets Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Probiotics for Pets market size is expected to reach \$ 1442 million by 2032, rising at a market growth of 8.3% CAGR during the forecast period (2026-2032).

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 studies the global Probiotics for Pets production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Probiotics for Pets total production and demand, 2021-2032, (K Units)

Global Probiotics for Pets total production value, 2021-2032, (USD Million)

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

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

U.S. VS China: Probiotics for Pets domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Probiotics for Pets 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Probiotics for Pets 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 Probiotics for Pets Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Probiotics for Pets Market, Segmentation by Type:

Powder Probiotics

Chewable Tablets

Capsules

Liquid Probiotics

Global Probiotics for Pets Market, Segmentation by Microbial Strain Type:

Lactobacillus-based Probiotics

Bifidobacterium-based Probiotics

Bacillus-based Probiotics

Multi-Strain Probiotics

Global Probiotics for Pets Market, Segmentation by Target Animal:

Dog Probiotics

Cat Probiotics

Small Animal Probiotics (Rabbits, Hamsters, etc.)

Aquatic Pet Probiotics

Global Probiotics for Pets Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

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

Key Questions Answered:

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

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