

# **Pet Allergy Treatment Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

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## **Abstracts**

The Global Pet Allergy Treatment Market was valued at USD 2.2 billion in 2024 and is estimated to grow at a CAGR of 6.3% to reach USD 4 billion by 2034. This growth is primarily driven by the rising number of companion animals globally and the increasing diagnosis of various allergic conditions in pets. With more households owning pets, conditions such as flea allergies, food sensitivities, and environmental reactions are becoming more common in animals, creating a strong need for effective treatments. As awareness increases among pet owners and veterinarians about available solutions, demand continues to surge. The consistent rise in allergic conditions among both young and adult pets is encouraging innovation and greater adoption of therapeutic products. These treatments not only improve the quality of life for animals but also reduce long-term veterinary costs for pet owners by managing symptoms more effectively. Pet allergy therapies typically involve a combination of drugs aimed at different types of reactions, including skin, flea, food, and environmental allergies. Increasing pet care expenditures and improved access to veterinary services are further accelerating market demand. As pet parents become more attentive to symptoms such as itching, redness, and sneezing, the emphasis on early and consistent treatment is playing a crucial role in boosting product uptake across global markets.

Treatments in the pet allergy market aim to manage and control allergic symptoms in animals through various formulations such as antihistamines, corticosteroids, topical products, and allergen-specific immunotherapy. In 2024, the market was valued at USD 2.23 billion. Among drug classes, antihistamines emerged as the leading segment, generating revenue worth USD 908 million. These drugs are widely used as a first-line therapy due to their quick onset of action and safety profile. Antihistamines are known for delivering fast relief from allergic signs such as itching, inflammation, and sneezing.

Their availability in multiple formats-tablets, liquids, and injectables-makes them a convenient option for both pet owners and veterinarians. Additionally, the option to obtain some antihistamines without a prescription increases accessibility, promoting higher adoption rates. Their widespread availability and ease of administration across different animal sizes and species further support this segment's dominance.

When analyzed by pet type, dogs held the majority share, accounting for 48.2% of the market in 2024. This segment benefits from the rising number of households adopting dogs and the subsequent increase in pet-related spending. Dogs are more frequently diagnosed with allergic conditions, particularly chronic skin issues, prompting higher demand for targeted allergy treatments. This growing incidence of allergic disorders in dogs, combined with an increasing willingness to spend on high-quality healthcare solutions, fuels the expansion of this category. The development of advanced dog-specific medications further enhances treatment effectiveness and customer satisfaction.

Based on the route of administration, the market is divided into oral, parenteral, and topical formulations. The oral segment led the market and is expected to reach USD 2.2 billion by 2034. Oral treatments are highly favored due to their ease of use, making them ideal for long-term allergy management. These medications are often available in palatable forms like chews and liquids, making them easier to incorporate into a pet's routine without causing stress or discomfort. Pet owners prefer oral options because they are non-invasive and can be discreetly added to meals, improving treatment compliance and outcomes. Additionally, pharmaceutical companies are consistently developing more flavor-friendly products, making them more acceptable to animals, which strengthens their popularity among pet caregivers.

Distribution channels for pet allergy treatments include veterinary hospital pharmacies, retail outlets, and online platforms. Veterinary hospital pharmacies held the largest share in 2024 and are forecasted to grow at over 6.4% CAGR through 2034. These pharmacies benefit from direct access to specialized care, as treatments are usually dispensed following thorough assessments by veterinary professionals. The ability to offer personalized medication plans and expert guidance significantly boosts customer trust and loyalty. Pet owners also tend to rely on these channels for higher-quality and veterinarian-approved medications, reinforcing their dominant market position.

Regionally, North America accounted for 41.9% of the global pet allergy treatment market share in 2024, with the U.S. market alone reaching USD 851.2 million. Factors such as widespread pet ownership, high disposable income, and access to advanced

veterinary care contribute to the region's leading position. The increasing trend of pet humanization also results in more spending on health and wellness products for pets, supporting market expansion. Competitive dynamics are intense, with both global leaders and regional players introducing innovative solutions and expanding product portfolios.

Top companies including Elanco Animal Health, Zoetis, Merck Animal Health, Vetoquinol, Virbac, and Boehringer Ingelheim collectively account for around 55–60% of the total market. These players engage in strategic moves such as acquisitions, partnerships, and new product launches to maintain their foothold and drive further growth in this evolving industry.

### **Companies Mentioned**

Boehringer Ingelheim International, Ceva Sante Animale, Dechra, Elanco, Idexx, Merck Animal Health, Neogen Corporation, PetIQ, Provetica, Vetoquinol, Virbac, Zoetis

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market scope and definition
- 1.2 Research design
  - 1.2.1 Research approach
  - 1.2.2 Data collection methods
- 1.3 Base estimates and calculations
  - 1.3.1 Base year calculation
  - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
  - 1.5.1 Primary sources
  - 1.5.2 Data mining sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
  - 3.2.1 Growth drivers
    - 3.2.1.1 Rising prevalence of pet allergies
    - 3.2.1.2 Availability of over the counter (OTC) medications
    - 3.2.1.3 Increasing pet ownership and rising veterinary expenditure
  - 3.2.2 Industry pitfalls and challenges
    - 3.2.2.1 Side effects of medications
    - 3.2.2.2 Increasing adoption of natural or home-based remedies
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Pipeline analysis
- 3.6 Future market trends
- 3.7 Trump administration tariffs
  - 3.7.1 Impact on trade
    - 3.7.1.1 Trade volume disruptions
    - 3.7.1.2 Retaliatory measures

- 3.7.2 Impact on the Industry
  - 3.7.2.1 Supply-side impact
    - 3.7.2.1.1 Price volatility in key materials
    - 3.7.2.1.2 Supply chain restructuring
    - 3.7.2.1.3 Production cost implications
  - 3.7.2.2 Demand-side impact (selling price)
    - 3.7.2.2.1 Price transmission to end markets
    - 3.7.2.2.2 Market share dynamics
    - 3.7.2.2.3 Consumer response patterns
- 3.7.3 Key companies impacted
- 3.7.4 Strategic industry responses
  - 3.7.4.1 Supply chain reconfiguration
  - 3.7.4.2 Pricing and product strategies
  - 3.7.4.3 Policy engagement
- 3.7.5 Outlook and future considerations
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

- 4.1 Introduction
- 4.2 Company matrix analysis
- 4.3 Competitive analysis of major market players
- 4.4 Competitive positioning matrix
- 4.5 Strategy dashboard

## **CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY DRUG CLASS, 2021 - 2034 (\$ MN)**

- 5.1 Key trends
- 5.2 Antihistamines
- 5.3 Corticosteroids
- 5.4 Immunotherapy
- 5.5 Other drug classes

## **CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY PET TYPE, 2021 - 2034 (\$ MN)**

- 6.1 Key trends

- 6.2 Dogs
- 6.3 Cats
- 6.4 Rabbits
- 6.5 Other pet types

## **CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY ROUTE OF ADMINISTRATION, 2021 - 2034 (\$ MN)**

- 7.1 Key trends
- 7.2 Oral
- 7.3 Parenteral
- 7.4 Topical

## **CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2034 (\$ MN)**

- 8.1 Key trends
- 8.2 Veterinary hospital pharmacies
- 8.3 Retail pharmacies
- 8.4 Online pharmacies

## **CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 - 2034 (\$ MN)**

- 9.1 Key trends
- 9.2 North America
  - 9.2.1 U.S.
  - 9.2.2 Canada
- 9.3 Europe
  - 9.3.1 Germany
  - 9.3.2 UK
  - 9.3.3 France
  - 9.3.4 Italy
  - 9.3.5 Spain
  - 9.3.6 Netherlands
- 9.4 Asia Pacific
  - 9.4.1 China
  - 9.4.2 Japan
  - 9.4.3 India

9.4.4 Australia

9.4.5 South Korea

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.5.3 Argentina

9.6 Middle East and Africa

9.6.1 South Africa

9.6.2 Saudi Arabia

9.6.3 UAE

## **CHAPTER 10 COMPANY PROFILES**

10.1 Boehringer Ingelheim International

10.2 Ceva Sante Animale

10.3 Dechra

10.4 Elanco

10.5 Idexx

10.6 Merck Animal Health

10.7 Neogen Corporation

10.8 PetIQ

10.9 Provetica

10.10 Vetoquinol

10.11 Virbac

10.12 Zoetis

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