

Pet Bird Health Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Pet Bird Health Market was valued at USD 726.8 million in 2024 and is estimated to grow at a CAGR of 8.2% to reach USD 1.6 billion by 2034, propelled by the increasing recognition of avian health conditions and the adoption of preventative care approaches by bird owners and veterinarians alike. With more people seeking early diagnosis for avian ailments, there has been a noticeable uptick in the use of imaging technologies, non-invasive diagnostics, and behavioral assessments. As preventive care becomes more mainstream, advancements in diagnostics, nutritional science, and avian medicine continue to transform how bird health is managed globally.

Increased interest in comprehensive wellness care fuels demand for specialized supplements, targeted treatments, and personalized veterinary strategies tailored to various bird species. Technological tools now assist with early disease detection, improving bird longevity and overall quality of life. Telehealth solutions and mobile veterinary services bridge care gaps, especially in remote regions. Educational outreach focused on pet bird husbandry helps in driving awareness, leading to higher treatment adherence and better living conditions for companion birds. Collectively, these factors are sustaining the market's upward trajectory.

The pharmaceuticals segment led the market with USD 348.7 million in 2024, reflecting the growing need to manage a range of avian bacterial and fungal infections. This segment continues to see innovation in drug formats-from oral treatments to topical formulations, which are delivering better therapeutic results. The growing number of certified avian veterinarians is increasing prescriptions, prompting pharmaceutical firms to broaden their product offerings. Additionally, antiparasitic and nutritional therapies specifically designed for birds are gaining traction in the market.

Parasitic infestations held a 40.8% share in 2024, underscoring their widespread impact on pet bird health. Both internal and external parasites continue to pose threats to avian wellness. Conditions caused by intestinal worms and protozoa often result in appetite loss, digestive issues, and weakened immunity. Rising awareness about these risks has led to greater use of anti-parasitic solutions, including medicated feeds, topical agents, and preventative supplements.

U.S. Pet Bird Health Market generated USD 272.9 million in 2024, supported by rising pet bird ownership, improved access to veterinary care, and increasing consumer focus on preventative wellness. With more owners seeking insurance for pet birds, routine checkups and diagnostics are becoming standard. The availability of bird health products through online retail channels expands consumer reach.

Companies like Vetnil, IDEXX, Vetafarm, Virbac, Merck & Co., INDICAL BIOSCIENCE, AdvaCare Pharma, Wildlife Computers, VioVet, CJ Wildlife, Thermo Fisher Scientific, HomeoPet, and Pranidhi Veterinary Diagnostics are strengthening their foothold by developing species-specific solutions, launching e-commerce platforms, and expanding veterinary education programs. Many invest in avian R&D to produce more effective treatments while collaborating with veterinary professionals to refine product delivery and improve animal outcomes.

Companies Mentioned

AdvaCare Pharma, Bimeda, CJ Wildlife, Hidrolab, HomeoPet, IDEXX, INDICAL BIOSCIENCE, Meadow's Animal Healthcare, Merck & Co., Pranidhi Veterinary Diagnostics, Thermo Fisher Scientific, Vetafarm, vetagenix, Vetnil, VioVet, Virbac, Wildlife Computers, Zhejiang Pushkang Biotechnology

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