

Pet Noise Anxiety Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Pet Noise Anxiety Market was valued at USD 1.3 billion in 2023 and is projected to grow at a CAGR of 6.3% from 2024 to 2032. Pet noise anxiety creates intense fear or stress in response to loud or sudden noises and is becoming a significant concern among pet owners. The market is benefiting from advances in pet care products, with innovations such as therapeutic devices, calming supplements, and noise-canceling technologies specifically tailored for pets. These developments have made managing noise-induced anxiety more accessible, offering effective solutions that appeal to a growing consumer base and driving market expansion.

The market is segmented by animal type, including dogs, cats, and other animals. The dog segment is expected to dominate, generating the highest revenue of USD 770.9 million in 2023, and is likely to maintain this lead throughout the forecast period. Dogs are particularly susceptible to noise-induced stress, such as from thunderstorms or fireworks, which often lead to anxiety and behavioral issues. This sensitivity creates a strong demand for specialized calming products for dogs, further fueled by rising pet ownership and increased awareness of pet mental well-being.

In terms of product type, the pet noise anxiety market is divided into pressure vests and wraps, calming products, medication, and other categories. The calming products segment holds the largest share, accounting for 46.6% of the market in 2023, and is expected to continue dominating. This segment includes calming supplements, pheromones, and other related products. The growing concern over pet anxiety has driven high demand for non-invasive calming solutions, such as treats, anxiety wraps, and essential oil diffusers, which help soothe pets during stressful situations like loud noises.

The U.S. pet noise anxiety market reached USD 562.8 million in 2023 and is anticipated to grow significantly over the forecast period. The U.S. is home to the highest pet ownership rates worldwide, with many households owning dogs and cats, which drives the demand for effective pet care solutions. Additionally, regulatory support from organizations like the FDA plays a crucial role in ensuring the safety and efficacy of new products, further encouraging innovation in the pet care industry and contributing to market growth.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates & 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 Increasing pet ownership and spending on animal health
 - 3.2.1.2 Advancements in pet care products
 - 3.2.1.3 Growing awareness of pet mental health
 - 3.2.1.4 Increasing R&D in pet behavioral solutions
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Lack of standardized treatments
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Technology landscape
- 3.6 Porter's analysis
- 3.7 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

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

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY ANIMAL, 2021 – 2032 (\$ MN)

- 5.1 Key trends
- 5.2 Dogs
- 5.3 Cats
- 5.4 Other animals

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY PRODUCT TYPE, 2021 – 2032 (\$ MN)

- 6.1 Key trends
- 6.2 Calming products
 - 6.2.1 Supplements
 - 6.2.2 Pheromones
 - 6.2.3 Other calming products
- 6.3 Pressure vests and wraps
- 6.4 Medications
- 6.5 Other product types

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY SALES CHANNEL, 2021 – 2032 (\$ MN)

- 7.1 Key trends
- 7.2 Offline channel
- 7.3 Online channel

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2032 (\$ MN)

- 8.1 Key trends
- 8.2 North America
 - 8.2.1 U.S.
 - 8.2.2 Canada
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.2 UK
 - 8.3.3 France
 - 8.3.4 Spain
 - 8.3.5 Italy
 - 8.3.6 Netherlands
- 8.4 Asia Pacific
 - 8.4.1 Japan
 - 8.4.2 China
 - 8.4.3 India
 - 8.4.4 Australia
 - 8.4.5 South Korea
- 8.5 Latin America
 - 8.5.1 Brazil
 - 8.5.2 Mexico
 - 8.5.3 Argentina
- 8.6 Middle East and Africa
 - 8.6.1 Saudi Arabia
 - 8.6.2 South Africa
 - 8.6.3 UAE

CHAPTER 9 COMPANY PROFILES

- 9.1 Ceva Sante Animale
- 9.2 Feliway
- 9.3 Nestle
- 9.4 Nutramax Laboratories Veterinary Sciences
- 9.5 Nutravet
- 9.6 Orion Oyj.
- 9.7 Pet Acoustics,
- 9.8 Thunderworks
- 9.9 Vetoquinol
- 9.10 VetriScience
- 9.11 Virbac

9.12 West Paw

9.13 Zesty Paws

9.14 Zoetis

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