

Pet Therapeutic Diet Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Pet Therapeutic Diet Market was estimated at USD 4.3 billion in 2024 and is estimated to grow from USD 4.5 billion in 2025 to USD 8.8 billion by 2034, at a CAGR of 7.6%, according to the latest report published by Global Market Insights Inc.

Veterinarians are reporting a steady rise in conditions such as obesity, diabetes, renal issues, and gastrointestinal disorders in pets, which drives demand for therapeutic diets formulated to manage or alleviate these health concerns.

Rising Adoption of Dry Food

The dry food segment generated robust revenues in 2024, driven by its long shelf life, ease of storage, and cost-effectiveness. Pet owners often prefer dry formulations for their convenience in portion control and feeding, when managing chronic conditions that require consistent nutritional intake. Manufacturers continue to innovate within this segment by enhancing palatability, improving nutrient density, and offering breed-specific or condition-specific variants.

Increasing Dog Segment

The dogs segment in the pet therapeutic diet market held sizeable revenues in 2024, supported by their higher prevalence in households and greater incidence of conditions like obesity, arthritis, and digestive disorders. As awareness around pet health continues to grow, dog owners are increasingly turning to therapeutic diets as a proactive approach to managing chronic health issues or age-related decline. This segment benefits from robust veterinary support and strong consumer loyalty to trusted

brands.

Weight Management to Gain Traction

The weight management segment held a substantial share in 2024, as pet obesity becomes a rising concern. Overweight pets face increased risks of diabetes, joint problems, and heart disease, prompting veterinarians to prescribe calorie-controlled, nutrient-balanced diets. Pet parents are also more engaged in preventive care, creating steady demand for weight-focused formulations. Companies are responding with specialized products that combine satiety, lean protein, and metabolism-supporting ingredients.

Regional Insights

North America to Emerge as a Lucrative Region

North America pet therapeutic diet market generated a sizable share in 2024, backed by high pet ownership rates, a mature veterinary care system, and increasing consumer spending on premium pet products. The U.S. is a strong driver, with a growing number of pets diagnosed with chronic conditions that require dietary intervention. Brands are prioritizing transparency, functional ingredients, and disease-specific solutions to capture this highly engaged and health-conscious consumer base.

Major players in the pet therapeutic diet market are JustFoodForDogs, VNG, Hill's Pet Nutrition (Colgate Palmolive), Eden Holistic Pet Foods, Stella and Chewy's, Drools Pet Food, Virbac, Blue Buffalo (General Mills), Ziwi Pets, Mars, Incorporated, EmerAid, Diamond Pet Foods (Schell & Kampeter, Inc.), Open Farm, Husse, Purina PetCare (Nestle SA).

Companies in the pet therapeutic diet market are strengthening their foothold through a mix of clinical validation, strategic veterinary partnerships, and direct-to-consumer engagement. Leading brands invest heavily in R&D to develop condition-specific formulations supported by scientific research and veterinary trials. Collaborations with veterinary clinics and hospitals ensure product visibility at the point of diagnosis, while loyalty programs and educational content build trust with pet parents.

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