

Exotic Pets Market Size, Share & Trends Analysis Report By Product (Pharmaceuticals, Nutritional Supplements), By Animal Type (Birds, Reptiles), By Route Of Administration, By Indication, By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Exotic Pets Market Growth & Trends

The global exotic pets market size is expected to reach USD 2.49 billion by 2030, registering a CAGR of 7.3% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market is expanding due to increasing consumer interest in unique and non-traditional companion animals. Rising urbanization has led many individuals to seek pets that require less space and offer novelty. Millennials and Gen Z consumers strongly prefer reptiles, amphibians, birds, and small mammals as alternatives to conventional pets. Social media platforms have amplified the visibility of exotic pets, influencing ownership trends across urban and semi-urban regions. As a result, demand is growing steadily, particularly in North America, Europe, and parts of Asia Pacific.

Improved access to specialized veterinary services and exotic pet care products supports market expansion. Veterinary clinics and pet stores increasingly cater to exotic species with tailored services, diets, and habitat supplies. Online platforms are playing a major role in educating potential owners and offering products that meet the specific needs of these animals. Developing species-specific nutrition and medical care has

strengthened consumer confidence in maintaining exotic pets. This increased accessibility has contributed to these animals' broader acceptance and appeal among pet enthusiasts.

Changing lifestyle preferences and emotional well-being contribute to exotic pets' popularity. People seek companionship that aligns with their personalities and living environments, often choosing pets that reflect individual expression. The therapeutic benefits of observing and interacting with exotic animals drive interest in species such as turtles, geckos, and parrots. Growing disposable incomes and the humanization of pets further encourage consumers to invest in non-traditional species. These trends will sustain demand and fuel market growth through the forecast period.

Exotic Pets Market Report Highlights

Based on animal type, the small mammals segment dominated the market with a share of about 31.4% in 2024. The growing popularity of rabbits, guinea pigs, and hamsters as companion animals has increased veterinary care demand. These pets are prone to digestive and respiratory issues requiring specialized attention. Urban pet owners prefer small mammals for their manageable care needs in limited spaces. Rising awareness about preventive health checkups for these animals supports the segment's market dominance.

Based on route of administration, the oral segment accounted for the largest revenue share of the market in 2024. Pet owners prefer oral medications due to ease of administration and reduced stress for exotic pets. A wide range of flavored formulations enhances compliance among small mammals and birds. Veterinary practices increasingly recommend oral solutions for chronic conditions requiring long-term treatment. The availability of customized dosing further contributes to the segment's high adoption.

Based on product, the pharmaceuticals segment accounted for the largest revenue share of the market in 2024. Rising cases of infections and metabolic disorders among exotic pets have driven demand for pharmaceuticals. Veterinarians use targeted drugs to manage complex conditions in reptiles, birds, and small mammals. Continuous development of species-specific formulations enhances treatment accuracy and outcomes. Increased pet health screening supports ongoing pharmaceutical usage.

Based on indication, the bacterial infection segment accounted for the largest

revenue share of the market in 2024. Due to unique immune system traits, exotic pets are highly susceptible to bacterial infections. Poor enclosure hygiene and dietary imbalances frequently lead to bacterial complications. Veterinarians prioritize early diagnosis and antimicrobial therapy to prevent severe outcomes. Growing awareness of zoonotic risks also pushes for prompt infection management.

Based on distribution channel, the veterinary hospitals/clinics segment is expected to dominate the market in 2024. Specialized veterinary centers offer diagnostic and surgical services tailored to exotic species. Increased pet owner preference for professional care drives footfall at these facilities. Trained exotic animal veterinarians are more accessible through hospital networks. Comprehensive care offerings support ongoing loyalty and market growth.

By region, North America held the highest share, about 50.27%, of the market in 2024. The Asia Pacific region, on the other hand, is estimated to grow at the highest CAGR of 9.40% in the coming years.

Companies Mentioned

AdvaCare Pharma
VETARK (Candioli Srl)
Vetafarm
Mazuri
Versele Laga
CROCdoc (a sister company of The Birdcare Company)
Zoetis Inc.
Merck & Co., Inc
Vetnil
Pet King Brands.

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