

Pet Bird Health Market Size, Share & Trends Analysis Report By Product (Pharmaceuticals, Diagnostics), By Application (Parasitic Infections, Bacterial Infections), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Pet Bird Health Market Growth & Trends

The global pet bird health market size is expected to reach USD 1.50 billion by 2030, registering a CAGR of 8.03% from 2025 to 2030, according to a new report by Grand View Research, Inc. The primary factors driving the growth of this market are the increasing prevalence of diseases among pet birds, the growing risk of zoonotic transfer of the diseases from pet birds to humans, and large-scale research projects undertaken by international animal welfare organizations and government entities of various countries playing a crucial role in these projects.

For instance, according to February 2025 reports from Edgerton Bird Sanctuary, extra precautions are being employed amid rising cases of bird flu to protect its pet birds and prevent the spread of the disease. Bird flu, specifically the highly pathogenic avian influenza A(H5N1), has been increasing across the U.S., with around 70 human cases reported since April 2024, mostly linked to exposure to infected poultry and dairy cows. While the risk to the general public remains low, the virus poses a moderate to high risk to those in close contact with infected animals.

Technological advances and strict biosecurity measures, including disinfection protocols and quarantine procedures, are being implemented at sanctuaries to safeguard

birds. Telemedicine and remote monitoring also help manage bird health more effectively. Public health agencies are emphasizing responsible bird feeder management and reporting of affected or deceased birds to curb the spread. Studies suggest prior infection with seasonal flu may offer some protection against H5N1, but human-to-human transmission has not been observed. Overall, the sanctuary's efforts reflect broader national strategies to contain outbreaks and protect both wild and domestic bird populations.

Additionally, March 2024 reports from Europe suggest a surge in parrot fever (psittacosis) in the region. This outbreak has resulted in five deaths and affected nearly 100 people, with cases reported in Austria, Denmark, Germany, Sweden, and the Netherlands. The disease, caused by the bacterium *Chlamydia psittaci*, primarily spreads through contact with infected birds or inhalation of droppings and secretions, especially among pet bird owners, poultry workers, and veterinarians.

Although human-to-human transmission is rare, the outbreak has raised public health concerns due to increased cases since 2023, with some infections originating in domestic birds. Authorities have emphasized the importance of good hygiene, quarantine of suspected birds, and surveillance of wild bird populations to prevent further spread. The WHO and national health agencies are monitoring the situation, recommending increased awareness, testing, and infection control measures. The outbreak has heightened awareness about the importance of regular veterinary check-ups, quarantine protocols for new birds, and proper cage maintenance systems, driving market growth for companies offering comprehensive bird health solutions.

Understanding the crucial nature of zoonotic diseases, countries like India have launched research projects to better combat bird-to-human diseases. In April 2025, the Indian Council for Medical Research (ICMR) launched a study to detect zoonotic diseases that could be transmitted from birds to humans. The study will monitor human populations, migratory & pet bird species, and their environments in select bird sanctuaries and wetlands across Sikkim, Maharashtra, and Tamil Nadu. The goal is to develop a real-time surveillance model, using advanced tools like Next Generation Sequencing, to detect and diagnose diseases in bird sanctuary workers and nearby residents. This collaborative effort aims to establish an early warning system for zoonotic spillovers and enhance India's preparedness for future pandemics.

Pet Bird Health Market Report Highlights

Based on product, the pharmaceuticals segment held the largest revenue share

of 58.1% in 2024. Pharmaceutical companies are expanding their bird-specific medication offerings-including antiparasitic treatments and nutritional supplements-driven by rising demand for advanced avian healthcare and a growing number of avian veterinarians. Innovations in drug delivery methods and prescription-based products are improving treatment effectiveness and accessibility for bird health issues

Based on application, the bacterial infections segment held the largest revenue share of over 49% in 2024 and is also expected to grow at the fastest rate of more than 8% over the forecast period. Bacterial infections are common in pet birds, especially in young or immunocompromised ones, often resulting from poor nutrition or husbandry. The most frequent infections involve the gastrointestinal and respiratory systems and can become systemic.

Based on the distribution channel, E-commerce is expected to grow at the fastest CAGR of 11.2% during the forecast period. E-commerce platforms have become a vital channel for accessing a diverse range of products tailored for exotic pets like companion birds. They offer pet owners the convenience of purchasing medications, cages, accessories, specialty foods, and nutritional supplements from home, especially beneficial for those with limited access to physical pet stores or veterinary services.

Based on region, Asia Pacific is the fastest growing market with a growth rate of 9% over the forecast period. The region is experiencing a multitude of market activities like increasing penetration and scope of healthcare services for pet birds, rising prevalence of diseases in pet birds, launch of unique products for pet birds, market entries by globally prominent companies, etc.

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