

U.S. Pet Therapeutic Diet Market Size, Share & Trends Analysis Report By Product (Wet Food, Dry Food), By Pet(Dogs, Cat), By Indication (Renal Care, Obesity Care), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

U.S. Pet Therapeutic Diet Market Summary

The U.S. pet therapeutic diet market size was estimated at USD 1.47 billion in 2024 and is projected to reach USD 2.64 billion by 2033, growing at a CAGR of 6.71% from 2025 to 2033. Some of the key growth drivers for the market include the rising prevalence of chronic health conditions among pets, such as obesity, kidney disease, and gastrointestinal disorders.

Other factors, such as growing biotechnological innovations efforts in pet nutrition, efforts for educational awareness, a rise in pet insurance coverage for prescription foods, and pet humanization, where owners seek specialized, vet-recommended nutrition, are also expected to further fuel the growth. Nestl?, a key leading player in this industry, in May 2025, unveiled a major enhancement of its R&D capabilities, specifically emphasizing biotechnology, clinical research, and deep technology, to advance precision nutrition and pet therapeutics. This strategic initiative incorporates cutting-edge methodologies such as precision fermentation, screening assays, and development of bionutrients, including next-generation postbiotics and synbiotics. These advances are designed to yield scientifically validated ingredients with proven bio-efficacy. They enable highly targeted nutritional solutions tailored to pets throughout their lifespan-from early life and healthy aging to therapeutic diet applications.

By streamlining its R&D structure and prioritizing high-impact projects in close alignment

with commercial teams, the company aims to accelerate innovation efficiency and responsiveness. Such intensified investments in biotech and clinical research signal a push into the expanding functional and therapeutic pet nutrition sector, reflecting rising consumer demand for science-backed, health-oriented pet diets. Given the company's standing as a leading player in the global pet care industry, these innovation efforts are likely to influence market dynamics strongly in the U.S. pet therapeutic diet segment, driving growth and setting new expectations for evidence-based dietary products designed to manage or prevent health conditions in pets.

U.S. Pet Therapeutic Diet Market Report Segmentation

This report forecasts revenue growth and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. pet therapeutic diet market report based on product, pet, indication, and distribution channel:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Wet Food

Dry Food

Other products

Pet Outlook (Revenue, USD Million, 2021 - 2033)

Dogs

Cats

Other Pets

Indication Outlook (Revenue, USD Million, 2021 - 2033)

Renal Care

Obesity Care

Diabetic Care

Dental Care

Gastrointestinal Care

Recovery Care

Joint Care

Oncology Care

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

E-commerce

Veterinary hospitals & clinics

Supermarkets/Hypermarkets

Others

This report can be delivered to the clients within 3 Business Days

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