

# **Pet Diabetes Care Market Report by Solution (Treatment, Glucose Monitoring Devices), Animal Type (Dogs, Cats), Distribution Channel (Veterinary Hospitals and Clinics, Retail Pharmacies, Online Stores), and Region 2024-2032**

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## **Abstracts**

The global pet diabetes care market size reached US\$ 2.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.7 Billion by 2032, exhibiting a growth rate (CAGR) of 6.77% during 2024-2032. The increasing prevalence of obesity in pets, the emerging pet humanization trend, extensive research and development (R&D) activities by key players, and rising expenditure capacities of consumers are some of the major factors propelling the market.

Pet diabetes care refers to the specialized field of veterinary medicine that deals with the diagnosis, treatment, and management of diabetes in dogs and cats. It involves comprehensive care and support for pets with diabetes mellitus, a chronic condition characterized by the body's inability to properly regulate blood sugar levels. Pet diabetes care encompasses various aspects, including the regular monitoring of blood glucose levels, insulin administration, dietary management, and lifestyle modifications of pets. Veterinarians and veterinary professionals trained in this field work closely with pet owners to create individualized treatment plans, educate them about the disease, and provide ongoing support. The goal of pet diabetes care is to optimize the pet's quality of life, prevent health complications associated with diabetes, and achieve efficient glycemic control through a combination of medical intervention, dietary management, and lifestyle modifications.

The rising prevalence of diabetes in pets due to sedentary lifestyles, obesity, genetic predisposition, and an aging pet population will stimulate the growth of the market

during the forecast period. Moreover, the emerging trend of pet humanization and the growing desire of pet owners to provide optimal healthcare for companion animals have accelerated the product adoption rate among pet owners. Pet owners are willing to invest more in regular veterinary visits, diabetes management tools, and specialized diets to ensure that their pets receive proper and timely care. Apart from this, numerous advancements in veterinary medicine and technology, including the expansion of the range of treatment options available for pet diabetes such as improved insulin formulations, glucose monitoring devices, and telemedicine solutions that facilitate remote monitoring and consultation is propelling the market growth. Furthermore, the heightening awareness and education about pet diabetes among owners and veterinary professionals is contributing to the market growth.

#### Pet Diabetes Care Market Trends/Drivers:

##### Increase in pet obesity rates

The rising prevalence of obesity among pets is a major factor driving the demand for pet diabetes care solutions. As more and more pets become overweight or obese, they are at a higher risk of developing diabetes. Pet owners are becoming increasingly aware of the health risks associated with obesity in their pets, including the higher likelihood of diabetes, and are therefore seeking solutions to address and prevent these conditions. This in turn has led to a growing demand for weight management programs, specialized diets, and exercise regimens designed to help pets maintain a healthy weight and reduce the risk of developing diabetes and associated conditions. Besides this, the increasing focus on combating pet obesity is encouraging the development of new products and services related to pet diabetes care, aimed at helping pet owners prevent and manage diabetes through effective weight management strategies.

##### Growing focus on pet health and wellness

The growing focus on pet health and wellness is another major driver in the market. Pet owners are heavily investing in ensuring the overall well-being of their pets and are seeking preventive healthcare solutions and comprehensive management of chronic conditions like diabetes. They have become more proactive in monitoring their pets' health, are going for regular veterinary check-ups and being more vigilant about potential health issues. This substantial shift in pet owners' mindset has strengthened the demand for specialized pet diabetes care, including regular monitoring of blood glucose levels, insulin administration, and dietary management. The market is responding to this trend by offering innovative products and services such as advanced glucose monitoring systems, insulin pens, and specialized diabetic pet food

formulations. Pet owners are also actively seeking information and resources on managing diabetes in pets, leading to a surge in awareness and education on the topic.

### Advancements in veterinary medicine and technology

Constant advancements in veterinary medicine and technology have significantly improved the management of diabetes in pets and are driving positive changes in the market. These advancements include the development of more accurate and user-friendly glucose monitoring systems, which enable pet owners to monitor their pets' blood sugar levels conveniently and accurately. Additionally, the integration of telemedicine and remote monitoring tools has enabled more convenient and efficient diabetes management, as pet owners can receive guidance and support from veterinary professionals without the need for frequent in-person visits. Furthermore, the increasing use of electronic health records and data analytics has improved the overall management and treatment outcomes of pets with diabetes. These innovations in veterinary medicine and technology are providing pet owners with better tools and resources for managing the disease in their pets, enhancing the overall care and quality of life for diabetic pets.

### Pet Diabetes Care Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global pet diabetes care market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on solution, animal type and distribution channel.

### Breakup by Solution:

Treatment

Glucose Monitoring Devices

Treatment represents the most popular solution

The report has provided a detailed breakup and analysis of the market based on the solution. This includes treatment, and glucose monitoring devices. According to the report, treatment represented the largest segment.

Treatment plays a crucial role in driving the market growth as it encompasses a range of interventions and therapies aimed at managing diabetes in pets. Effective treatment options are essential to provide optimal care and improve the quality of life for pets with

diabetes. Treatment fuels the market growth by creating a consistent and steady demand for various products and services, such as insulin formulations, glucose monitoring systems, specialized diabetic pet food, and veterinary consultations.

Furthermore, the easy availability of diverse treatment options allows pet owners and veterinary professionals to tailor the management approach to the individual needs of each pet, which in turn is propelling the market growth. Moreover, ongoing advancements in treatment options, including improved insulin formulations and delivery methods, advanced glucose monitoring technologies, and personalized nutrition, further contribute to the growth of the market.

#### Breakup by Animal Type:

Dogs

Cats

Dogs dominate the market

A detailed breakup and analysis of the market based on the animal type has also been provided in the report. This includes dogs and cats. According to the report, dogs accounted for the largest market share.

Dogs play a significant role in propelling the market due to their high prevalence of diabetes and the growing awareness of this condition among dog owners. Dogs are more susceptible to developing diabetes compared to other pets, and as a result, there is a greater demand for specialized care and management options for diabetic dogs. The increasing prevalence of obesity in dogs, which is a major risk factor for diabetes, further contributes to the need for pet diabetes care solutions for dogs.

Furthermore, dog owners are becoming more educated about the symptoms, diagnosis, and treatment of diabetes in dogs, leading to more frequent veterinary visits and the adoption of appropriate disease management strategies. This growing awareness drives the development and availability of specific products and services tailored to diabetic dogs, including glucose monitoring devices, insulin formulations, diabetic dog food, and educational resources. The unique role of dogs in the market for pet diabetes care underscores the importance of addressing their specific needs and fueling advancements in diabetes management for this companion animal.

#### Breakup by Distribution Channel:

Veterinary Hospitals and Clinics  
Retail Pharmacies  
Online Stores

Veterinary hospitals and clinics hold the largest share in the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes veterinary hospitals and clinics, retail pharmacies, and online stores. According to the report, veterinary hospitals and clinics represented the largest segment.

Veterinary hospitals and clinics are the primary providers of specialized care and treatment for pets with diabetes. These healthcare facilities serve as the central hub for diagnosing, monitoring, and managing diabetes in pets. Veterinary hospitals and clinics offer crucial services such as blood glucose monitoring, insulin administration, dietary counseling, and regular check-ups to ensure effective diabetes management in pets. They play a vital role in educating pet owners about the importance of diabetes care, including the need for regular veterinary visits, adherence to treatment plans, and lifestyle modifications. Furthermore, these healthcare facilities often stock and dispense diabetes-related products such as insulin, glucose monitoring devices, and specialized diabetic pet food, contributing to the widespread availability and accessibility of these essential supplies. Veterinary hospitals and clinics are at the forefront of research and advancements in pet diabetes care, driving innovations and improving treatment options. Their expertise and guidance are crucial in improving the quality of life of pets with diabetes and fostering the growth of the market.

Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia

Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

North America exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest regional market for pet diabetes care.

North America held the biggest share in the market since the region has a high pet ownership rate and a strong culture of pet care, resulting in a large market for pet healthcare products and services, including diabetes care. The rising awareness and understanding of pet diabetes among pet owners in North America contributes to the high demand for specialized care and treatment options. Veterinary clinics and hospitals in the North America region are at the forefront of research, innovation, and advancements in pet diabetes management, fostering the development of new products and treatment protocols.

Additionally, North America has a well-established veterinary healthcare infrastructure with an extensive network of veterinary professionals and specialized pet care facilities, ensuring easy accessibility to pet diabetes care. The large presence of leading pharmaceutical and healthcare companies in the region further supports the growth of the market in North America through the development and distribution of diabetes management products, including insulin, glucose monitoring devices, and specialized

pet food.

#### Competitive Landscape:

The market is experiencing a lower-than-anticipated demand compared to pre-pandemic levels. However, this is likely to witness a paradigm shift over the next decade with the development of advanced glucose monitoring systems specifically designed for pets. Moreover, there have been advancements in insulin formulations and delivery methods, offering improved options for insulin administration and absorption. Key players are also introducing long-acting insulin formulations that provide more stable blood glucose control and reduce the frequency of injections. Additionally, the leading manufacturers are integrating telemedicine and remote monitoring technologies, enabling pet owners to consult with veterinary professionals and receive guidance on diabetes management from the comfort of their homes. We also expect the market to witness new entrants, consolidation of product portfolios, increased research-related efforts by key players, and a rise in strategic collaborations to drive healthy competition within the domain.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

ACON Laboratories Inc.

Allison Medical Inc.

Becton Dickinson and Company

Boehringer Ingelheim International GmbH

i-SENS Inc.

Merck & Co. Inc.

Trividia Health Inc. (Sinocare)

UltiMed Inc.

Zoetis Inc.

#### Recent Developments:

In August 2020, Boehringer Ingelheim International GmbH launched the 20 ml presentation of Prozinc (protamine zinc recombinant human insulin) as a single-dose daily drug for canines associated with diabetes. This new presentation offers pet owners a convenient and precise option for administering insulin to their diabetic dogs, simplifying the management of the condition. The company's introduction of the 20 ml Prozinc presentation demonstrates their commitment to improving the treatment options available for diabetic dogs and addressing the needs of pet owners and veterinarians in



managing canine diabetes effectively.

In August 2019, Zoetis, a leading animal health company, stated that its Diabetes Pet Care Alliance program was receiving continuous support from partner companies such as Merck Animal Health and Purina. The Diabetes Pet Care Alliance program focuses on raising awareness about diabetes in pets, providing educational resources for pet owners and veterinary professionals, and promoting the management of diabetes in pets through proper care, nutrition, and treatment. The ongoing support from partner companies demonstrates their shared commitment to improving the well-being and quality of life for pets living with diabetes.

### Key Questions Answered in This Report

1. How big is the global pet diabetes care market?
2. What is the expected growth rate of the global pet diabetes care market during 2024-2032?
3. What are the key factors driving the global pet diabetes care market?
4. What has been the impact of COVID-19 on the global pet diabetes care market?
5. What is the breakup of the global pet diabetes care market based on solution?
6. What is the breakup of the global pet diabetes care market based on the animal type?
7. What is the breakup of the global pet diabetes care market based on the distribution channel?
8. What are the key regions in the global pet diabetes care market?
9. Who are the key players/companies in the global pet diabetes care market?



## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL PET DIABETES CARE MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY SOLUTION**

- 6.1 Treatment
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Glucose Monitoring Devices
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY ANIMAL TYPE**

### **7.1 Dogs**

#### **7.1.1 Market Trends**

#### **7.1.2 Market Forecast**

### **7.2 Cats**

#### **7.2.1 Market Trends**

#### **7.2.2 Market Forecast**

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

### **8.1 Veterinary Hospitals and Clinics**

#### **8.1.1 Market Trends**

#### **8.1.2 Market Forecast**

### **8.2 Retail Pharmacies**

#### **8.2.1 Market Trends**

#### **8.2.2 Market Forecast**

### **8.3 Online Stores**

#### **8.3.1 Market Trends**

#### **8.3.2 Market Forecast**

## **9 MARKET BREAKUP BY REGION**

### **9.1 North America**

#### **9.1.1 United States**

##### **9.1.1.1 Market Trends**

##### **9.1.1.2 Market Forecast**

#### **9.1.2 Canada**

##### **9.1.2.1 Market Trends**

##### **9.1.2.2 Market Forecast**

### **9.2 Asia-Pacific**

#### **9.2.1 China**

##### **9.2.1.1 Market Trends**

##### **9.2.1.2 Market Forecast**

#### **9.2.2 Japan**

##### **9.2.2.1 Market Trends**

##### **9.2.2.2 Market Forecast**

#### **9.2.3 India**

##### **9.2.3.1 Market Trends**

- 9.2.3.2 Market Forecast
- 9.2.4 South Korea
  - 9.2.4.1 Market Trends
  - 9.2.4.2 Market Forecast
- 9.2.5 Australia
  - 9.2.5.1 Market Trends
  - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
  - 9.2.6.1 Market Trends
  - 9.2.6.2 Market Forecast
- 9.2.7 Others
  - 9.2.7.1 Market Trends
  - 9.2.7.2 Market Forecast
- 9.3 Europe
  - 9.3.1 Germany
    - 9.3.1.1 Market Trends
    - 9.3.1.2 Market Forecast
  - 9.3.2 France
    - 9.3.2.1 Market Trends
    - 9.3.2.2 Market Forecast
  - 9.3.3 United Kingdom
    - 9.3.3.1 Market Trends
    - 9.3.3.2 Market Forecast
  - 9.3.4 Italy
    - 9.3.4.1 Market Trends
    - 9.3.4.2 Market Forecast
  - 9.3.5 Spain
    - 9.3.5.1 Market Trends
    - 9.3.5.2 Market Forecast
  - 9.3.6 Russia
    - 9.3.6.1 Market Trends
    - 9.3.6.2 Market Forecast
  - 9.3.7 Others
    - 9.3.7.1 Market Trends
    - 9.3.7.2 Market Forecast
- 9.4 Latin America
  - 9.4.1 Brazil
    - 9.4.1.1 Market Trends
    - 9.4.1.2 Market Forecast

#### 9.4.2 Mexico

##### 9.4.2.1 Market Trends

##### 9.4.2.2 Market Forecast

#### 9.4.3 Others

##### 9.4.3.1 Market Trends

##### 9.4.3.2 Market Forecast

#### 9.5 Middle East and Africa

##### 9.5.1 Market Trends

##### 9.5.2 Market Breakup by Country

##### 9.5.3 Market Forecast

### **10 SWOT ANALYSIS**

#### 10.1 Overview

#### 10.2 Strengths

#### 10.3 Weaknesses

#### 10.4 Opportunities

#### 10.5 Threats

### **11 VALUE CHAIN ANALYSIS**

### **12 PORTERS FIVE FORCES ANALYSIS**

#### 12.1 Overview

#### 12.2 Bargaining Power of Buyers

#### 12.3 Bargaining Power of Suppliers

#### 12.4 Degree of Competition

#### 12.5 Threat of New Entrants

#### 12.6 Threat of Substitutes

### **13 PRICE ANALYSIS**

### **14 COMPETITIVE LANDSCAPE**

#### 14.1 Market Structure

#### 14.2 Key Players

#### 14.3 Profiles of Key Players

##### 14.3.1 ACON Laboratories Inc.

##### 14.3.1.1 Company Overview

- 14.3.1.2 Product Portfolio
- 14.3.2 Allison Medical Inc.
  - 14.3.2.1 Company Overview
  - 14.3.2.2 Product Portfolio
- 14.3.3 Becton Dickinson and Company
  - 14.3.3.1 Company Overview
  - 14.3.3.2 Product Portfolio
  - 14.3.3.3 Financials
  - 14.3.3.4 SWOT Analysis
- 14.3.4 Boehringer Ingelheim International GmbH
  - 14.3.4.1 Company Overview
  - 14.3.4.2 Product Portfolio
- 14.3.5 i-SENS Inc.
  - 14.3.5.1 Company Overview
  - 14.3.5.2 Product Portfolio
  - 14.3.5.3 Financials
- 14.3.6 Merck & Co. Inc.
  - 14.3.6.1 Company Overview
  - 14.3.6.2 Product Portfolio
  - 14.3.6.3 Financials
  - 14.3.6.4 SWOT Analysis
- 14.3.7 Trividia Health Inc. (Sinocare)
  - 14.3.7.1 Company Overview
  - 14.3.7.2 Product Portfolio
- 14.3.8 UltiMed Inc.
  - 14.3.8.1 Company Overview
  - 14.3.8.2 Product Portfolio
- 14.3.9 Zoetis Inc.
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
  - 14.3.9.3 Financials
  - 14.3.9.4 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 1: Global: Pet Diabetes Care Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Pet Diabetes Care Market Forecast: Breakup by Solution (in Million US\$), 2024-2032

Table 3: Global: Pet Diabetes Care Market Forecast: Breakup by Animal Type (in Million US\$), 2024-2032

Table 4: Global: Pet Diabetes Care Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: Global: Pet Diabetes Care Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Pet Diabetes Care Market: Competitive Structure

Table 7: Global: Pet Diabetes Care Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Pet Diabetes Care Market: Major Drivers and Challenges

Figure 2: Global: Pet Diabetes Care Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Pet Diabetes Care Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Pet Diabetes Care Market: Breakup by Solution (in %), 2023

Figure 5: Global: Pet Diabetes Care Market: Breakup by Animal Type (in %), 2023

Figure 6: Global: Pet Diabetes Care Market: Breakup by Distribution Channel (in %), 2023

Figure 7: Global: Pet Diabetes Care Market: Breakup by Region (in %), 2023

Figure 8: Global: Pet Diabetes Care (Treatment) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Pet Diabetes Care (Treatment) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Pet Diabetes Care (Glucose Monitoring Devices) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Pet Diabetes Care (Glucose Monitoring Devices) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Pet Diabetes Care (Dogs) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Pet Diabetes Care (Dogs) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Pet Diabetes Care (Cats) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Pet Diabetes Care (Cats) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Pet Diabetes Care (Veterinary Hospitals and Clinics) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Pet Diabetes Care (Veterinary Hospitals and Clinics) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Pet Diabetes Care (Retail Pharmacies) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Pet Diabetes Care (Retail Pharmacies) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Pet Diabetes Care (Online Stores) Market: Sales Value (in Million US\$), 2018 & 2023



Figure 21: Global: Pet Diabetes Care (Online Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: North America: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: North America: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: United States: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: United States: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Canada: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Canada: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Asia-Pacific: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Asia-Pacific: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: China: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: China: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Japan: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Japan: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: India: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: India: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: South Korea: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: South Korea: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Australia: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Australia: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Indonesia: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: Indonesia: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Others: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Others: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Europe: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Europe: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Germany: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Germany: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: France: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: France: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: United Kingdom: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: United Kingdom: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: Italy: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: Italy: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Spain: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Spain: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Russia: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Russia: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Others: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Others: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Latin America: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Latin America: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Brazil: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Brazil: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Mexico: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Mexico: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Others: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Others: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Middle East and Africa: Pet Diabetes Care Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Middle East and Africa: Pet Diabetes Care Market: Breakup by Country (in %), 2023

Figure 70: Middle East and Africa: Pet Diabetes Care Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Global: Pet Diabetes Care Industry: SWOT Analysis

Figure 72: Global: Pet Diabetes Care Industry: Value Chain Analysis

Figure 73: Global: Pet Diabetes Care Industry: Porter's Five Forces Analysis

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