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Global Calming Aid for Dogs Market Growth 2026-2032

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Abstracts

The global Calming Aid for Dogs market size is predicted to grow from US$ 500 million in 2025 to US$ 722 million in 2032; it is expected to grow at a CAGR of 5.5% from 2026 to 2032.

Calming Aid for Dogs refers to products or treatments designed to reduce anxiety, stress, and hyperactivity in dogs. These aids can come in various forms, such as chews, supplements, sprays, or diffusers, and typically contain natural ingredients like chamomile, valerian root, or CBD oil. They are used to help dogs cope with stressful situations such as thunderstorms, fireworks, separation anxiety, or travel. By promoting relaxation without sedation, calming aids aim to improve a dog's overall well-being and help them feel more comfortable and secure in their environment.

In 2025, global Calming Aid for Dogs production reached approximately 21,303 K units, with an average global market price of around US$ 24 per unit.

The upstream segment of calming aid for dogs supply chain includes raw material suppliers supplying botanical calming extracts, L-theanine, synthetic canine pheromones, pet-grade flavorings, textile fabrics, plastic packaging, diffuser hardware and edible excipients, plus production equipment vendors providing blending, extrusion, filling and sterilization machinery; midstream manufacturers conduct formula compounding, soft chew molding, liquid bottling, pheromone carrier coating, quality testing and regulatory certification to produce oral supplements, wearable collars, sprays and pressure-calming vests. Downstream distribution channels cover pet specialty wholesalers, veterinary clinic suppliers, online pet e-commerce platforms and pet training retailers, delivering finished goods to end users including individual dog owners, animal hospitals, professional dog trainers, boarding kennels and animal shelters, supported by pet health compliance inspection, cold-chain logistics for botanical formulations and after-sales behavioral consultation services throughout

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circulation.

Core functional raw materials account for 42%–50% of total manufacturing cost, dominated by premium calming herbal extracts and proprietary synthetic pheromones whose prices fluctuate with agricultural and fine chemical cycles; auxiliary materials including flavorings, food excipients, textile fabrics and sterile packaging take an additional 18%–23% of total expenditure. Direct labor for formula blending, molding, filling, sterilization and batch quality inspection makes up 9%–13%. Factory utilities, automated production equipment depreciation and GMP cleanroom maintenance jointly occupy 6%–10%. The remaining 7%–27% covers pet health regulatory certification fees, domestic and cross-border logistics, customized formula R&D, brand marketing expenses, channel distribution commissions and product shelf-life testing costs; veterinary-grade clinical calming aids carry an extra 22%–36% unit cost compared to mass-market daily pet calming products due to strict clinical efficacy trials and high-purity ingredient standards.

LP Information, Inc. (LPI) ' newest research report, the “Calming Aid for Dogs Industry Forecast” looks at past sales and reviews total world Calming Aid for Dogs sales in 2025, providing a comprehensive analysis by region and market sector of projected Calming Aid for Dogs sales for 2026 through 2032. With Calming Aid for Dogs sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Calming Aid for Dogs industry.

This Insight Report provides a comprehensive analysis of the global Calming Aid for Dogs landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Calming Aid for Dogs portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Calming Aid for Dogs market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Calming Aid for Dogs and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Calming Aid for Dogs.

This report presents a comprehensive overview, market shares, and growth

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opportunities of Calming Aid for Dogs market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Supplements

Pheromone Products

Prescription Medications

Others

Segmentation by Core Active Ingredient:

Natural Botanical Calming Aid

Synthetic Pheromone Calming Aid

Amino Acid Nutraceutical Calming Aid

Segmentation by Suitable Dog Weight Range:

Small-Breed Calming Aid: <10 kg

Medium-Breed Calming Aid: 10–30 kg

Large/Giant-Breed Calming Aid: >30 kg

Segmentation by Application:

Household

Commercial

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This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia

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Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

NaturVet

King Kanine

PetHonesty

Nelsons (RESCUE Remedy)

Zesty Paws

maxxipaws (maxxidog)

Iconic Brands LLC (Heavenly Hounds)

ElleVet Sciences

Sunday Scaries

Ark Naturals

Nestl? Purina PetCare (Purina Pro Plan)

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Kradle

ThunderWorks (ThunderShirt)

Finn

Pet Remedy

PetIQ (Vet IQ)

Vetoquinol (Zylkene)

Ceva Animal Health (ADAPTIL)

Primo Animal Health (Primo Pup)

Penelope’s Bloom

Extract Labs (Fetch)

Koi CBD

Reggie

Zatural

Mars Petcare (Royal Canin)

Virbac

Nutramax Laboratories (Solliquin)

Elanco Animal Health

Pevet Pet Pharma

Qingdao Magic Pet Products Co., Ltd.

Hangzhou Tianyuan Pet Products Co., Ltd. (Petstar)

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DHC Corporation

QIX Corporation

LIP Co., Ltd. (PET LINK MORE)

Key Questions Addressed in this Report

What is the 10-year outlook for the global Calming Aid for Dogs market?

What factors are driving Calming Aid for Dogs market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Calming Aid for Dogs market opportunities vary by end market size?

How does Calming Aid for Dogs break out by Type, by Application?

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