

Global Pet Weight Loss Medicines and Supplements Market Growth 2026-2032

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Abstracts

The global Pet Weight Loss Medicines and Supplements market size is predicted to grow from US\$ 0.64 million in 2025 to US\$ 20.31 million in 2032; it is expected to grow at a CAGR of 6.4% from 2026 to 2032.

Pet Weight Loss Medicines and Supplements refer to medications used for the management of overweight and obesity in dogs, cats, and other companion animals, as well as veterinary-guided weight management functional preparations. Their goals are to reduce body fat and weight, improve body condition scores (BCS), and reduce the risk of obesity-related complications. Product forms typically include oral solutions, tablets/capsules, soft chewable tablets, and powder strips; their mechanisms of action may include inhibiting fat absorption and transport, regulating appetite and energy intake, and improving metabolism and gut microbiota. From the demand side, the number of cats owned by urban households in China is large, but there are currently no approved prescription weight loss drugs, leaving the market untapped and offering a significant first-mover advantage. From a willingness-to-pay perspective, pet owners in first-tier and new first-tier cities spend an average of 2,000-3,000 yuan annually on medical care, showing a high acceptance of high-value-added products. Furthermore, obesity in cats easily leads to complications such as diabetes and arthritis, making treatment relatively inelastic. Regarding pet owners' acceptance of weight loss drugs, awareness education is a key bottleneck. Secondly, the usage scenarios are limited by the penetration rate of medical services; currently, only a small number of pets undergo regular checkups, restricting drug accessibility. However, whether it can achieve large-scale sales depends on three hurdles: pricing (if a single course of treatment is too expensive, most owners will opt to 'skip a few meals'), education (pet hospitals and owners need to be convinced that 'medication + diet management' is safer and more effective than simply dieting), and education. Most companies are currently in the

research and development stage.

Pet obesity is rapidly shifting from a 'feeding habit problem' to a 'quantifiable health management problem.' Rising companion animal healthcare spending and changes in the pet population's demographics are expanding weight management goals beyond simple weight loss to include joint reduction, improved metabolic indicators, and control of chronic disease risks. For brands, the value of weight-loss drugs and weight management formulations lies not only in individual product sales but also in forming repurchaseable, customized solutions that combine them with weight management food, body condition assessments, follow-up visits, and exercise and feeding plans, resulting in more stable lifetime revenue.

On the supply side, the limited number of prescription anti-obesity drugs specifically for pets, coupled with high compliance and safety requirements, along with owner compliance and weight rebound issues, makes it difficult to scale up the 'single-drug solution' approach. Therefore, the market is more likely to expand along two lines: one is the trend towards lighter prescriptions and e-commerce, primarily using supplements and functional formulations, emphasizing safety boundaries and long-term use; the other is veterinarian-centric prescription and solution-based approaches, creating tiered management around high-risk dogs and cats, and improving sustainability through digital follow-up and subscription-based supplementation.

The structural trend on the demand side is that weight management is increasingly resembling a cross-category service-oriented consumption. Consumers are more willing to pay for visible improvements in their physical condition, and the distribution channels will see a combination of 'online repurchase and replenishment plus offline veterinary assessment.' At the same time, competition surrounding the scientific evidence for formulations, clinical follow-up data, and real-world effects will intensify significantly, and products lacking evidence or making exaggerated claims will face higher compliance and reputation risks.

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

This Insight Report provides a comprehensive analysis of the global Pet Weight Loss Medicines and Supplements 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 Pet Weight Loss Medicines and Supplements portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Pet Weight Loss Medicines and Supplements market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Pet Weight Loss Medicines and Supplements 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 Pet Weight Loss Medicines and Supplements.

This report presents a comprehensive overview, market shares, and growth opportunities of Pet Weight Loss Medicines and Supplements market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Injectables

Oral Medications

Others

Segmentation by Pet:

Dogs

Cats

Others

Segmentation by Property:

Medicines

Supplements

Segmentation by Application:

Pet Hospital

Clinic

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

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.

Pfizer

Zoetis

Okava Pharmaceuticals

Omni Pet

Better Choice Company (BTTR)

Orion Pharma

Rooted Owl

Huadong Medicine Co., Ltd.

Key Questions Addressed in this Report

What is the 10-year outlook for the global Pet Weight Loss Medicines and Supplements market?

What factors are driving Pet Weight Loss Medicines and Supplements market growth, globally and by region?

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

How do Pet Weight Loss Medicines and Supplements market opportunities vary by end market size?

How does Pet Weight Loss Medicines and Supplements break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Pet Weight Loss Medicines and Supplements Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for Pet Weight Loss Medicines and Supplements by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for Pet Weight Loss Medicines and Supplements by Country/Region, 2021, 2025 & 2032

2.2 Pet Weight Loss Medicines and Supplements Segment by Type

- 2.2.1 Injectables
- 2.2.2 Oral Medications
- 2.2.3 Others
- 2.2.4 Pet Weight Loss Medicines and Supplements Sales by Type
 - 2.2.4.1 Global Pet Weight Loss Medicines and Supplements Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global Pet Weight Loss Medicines and Supplements Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global Pet Weight Loss Medicines and Supplements Sale Price by Type (2021-2026)

2.3 Pet Weight Loss Medicines and Supplements Segment by Pet

- 2.3.1 Dogs
- 2.3.2 Cats
- 2.3.3 Others
- 2.3.4 Pet Weight Loss Medicines and Supplements Sales by Pet
 - 2.3.4.1 Global Pet Weight Loss Medicines and Supplements Sales Market Share by Pet (2021-2026)

2.3.4.2 Global Pet Weight Loss Medicines and Supplements Revenue and Market Share by Pet (2021-2026)

2.3.4.3 Global Pet Weight Loss Medicines and Supplements Sale Price by Pet (2021-2026)

2.4 Pet Weight Loss Medicines and Supplements Segment by Property

2.4.1 Medicines

2.4.2 Supplements

2.4.3 Pet Weight Loss Medicines and Supplements Sales by Property

2.4.3.1 Global Pet Weight Loss Medicines and Supplements Sales Market Share by Property (2021-2026)

2.4.3.2 Global Pet Weight Loss Medicines and Supplements Revenue and Market Share by Property (2021-2026)

2.4.3.3 Global Pet Weight Loss Medicines and Supplements Sale Price by Property (2021-2026)

2.5 Pet Weight Loss Medicines and Supplements Segment by Application

2.5.1 Pet Hospital

2.5.2 Clinic

2.5.3 Pet Weight Loss Medicines and Supplements Sales by Application

2.5.3.1 Global Pet Weight Loss Medicines and Supplements Sale Market Share by Application (2021-2026)

2.5.3.2 Global Pet Weight Loss Medicines and Supplements Revenue and Market Share by Application (2021-2026)

2.5.3.3 Global Pet Weight Loss Medicines and Supplements Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Pet Weight Loss Medicines and Supplements Breakdown Data by Company

3.1.1 Global Pet Weight Loss Medicines and Supplements Annual Sales by Company (2021-2026)

3.1.2 Global Pet Weight Loss Medicines and Supplements Sales Market Share by Company (2021-2026)

3.2 Global Pet Weight Loss Medicines and Supplements Annual Revenue by Company (2021-2026)

3.2.1 Global Pet Weight Loss Medicines and Supplements Revenue by Company (2021-2026)

3.2.2 Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Company (2021-2026)

3.3 Global Pet Weight Loss Medicines and Supplements Sale Price by Company

3.4 Key Manufacturers Pet Weight Loss Medicines and Supplements Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Pet Weight Loss Medicines and Supplements Product Location Distribution

3.4.2 Players Pet Weight Loss Medicines and Supplements Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR PET WEIGHT LOSS MEDICINES AND SUPPLEMENTS BY GEOGRAPHIC REGION

4.1 World Historic Pet Weight Loss Medicines and Supplements Market Size by Geographic Region (2021-2026)

4.1.1 Global Pet Weight Loss Medicines and Supplements Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Pet Weight Loss Medicines and Supplements Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Pet Weight Loss Medicines and Supplements Market Size by Country/Region (2021-2026)

4.2.1 Global Pet Weight Loss Medicines and Supplements Annual Sales by Country/Region (2021-2026)

4.2.2 Global Pet Weight Loss Medicines and Supplements Annual Revenue by Country/Region (2021-2026)

4.3 Americas Pet Weight Loss Medicines and Supplements Sales Growth

4.4 APAC Pet Weight Loss Medicines and Supplements Sales Growth

4.5 Europe Pet Weight Loss Medicines and Supplements Sales Growth

4.6 Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Growth

5 AMERICAS

5.1 Americas Pet Weight Loss Medicines and Supplements Sales by Country

5.1.1 Americas Pet Weight Loss Medicines and Supplements Sales by Country (2021-2026)

5.1.2 Americas Pet Weight Loss Medicines and Supplements Revenue by Country (2021-2026)

5.2 Americas Pet Weight Loss Medicines and Supplements Sales by Type (2021-2026)

5.3 Americas Pet Weight Loss Medicines and Supplements Sales by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Pet Weight Loss Medicines and Supplements Sales by Region

6.1.1 APAC Pet Weight Loss Medicines and Supplements Sales by Region (2021-2026)

6.1.2 APAC Pet Weight Loss Medicines and Supplements Revenue by Region (2021-2026)

6.2 APAC Pet Weight Loss Medicines and Supplements Sales by Type (2021-2026)

6.3 APAC Pet Weight Loss Medicines and Supplements Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Pet Weight Loss Medicines and Supplements by Country

7.1.1 Europe Pet Weight Loss Medicines and Supplements Sales by Country (2021-2026)

7.1.2 Europe Pet Weight Loss Medicines and Supplements Revenue by Country (2021-2026)

7.2 Europe Pet Weight Loss Medicines and Supplements Sales by Type (2021-2026)

7.3 Europe Pet Weight Loss Medicines and Supplements Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Pet Weight Loss Medicines and Supplements by Country

8.1.1 Middle East & Africa Pet Weight Loss Medicines and Supplements Sales by Country (2021-2026)

8.1.2 Middle East & Africa Pet Weight Loss Medicines and Supplements Revenue by Country (2021-2026)

8.2 Middle East & Africa Pet Weight Loss Medicines and Supplements Sales by Type (2021-2026)

8.3 Middle East & Africa Pet Weight Loss Medicines and Supplements Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Pet Weight Loss Medicines and Supplements

10.3 Manufacturing Process Analysis of Pet Weight Loss Medicines and Supplements

10.4 Industry Chain Structure of Pet Weight Loss Medicines and Supplements

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Pet Weight Loss Medicines and Supplements Distributors

11.3 Pet Weight Loss Medicines and Supplements Customer

12 WORLD FORECAST REVIEW FOR PET WEIGHT LOSS MEDICINES AND SUPPLEMENTS BY GEOGRAPHIC REGION

12.1 Global Pet Weight Loss Medicines and Supplements Market Size Forecast by Region

12.1.1 Global Pet Weight Loss Medicines and Supplements Forecast by Region (2027-2032)

12.1.2 Global Pet Weight Loss Medicines and Supplements Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Pet Weight Loss Medicines and Supplements Forecast by Type (2027-2032)

12.7 Global Pet Weight Loss Medicines and Supplements Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Pfizer

13.1.1 Pfizer Company Information

13.1.2 Pfizer Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications

13.1.3 Pfizer Pet Weight Loss Medicines and Supplements Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Pfizer Main Business Overview

13.1.5 Pfizer Latest Developments

13.2 Zoetis

13.2.1 Zoetis Company Information

13.2.2 Zoetis Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications

13.2.3 Zoetis Pet Weight Loss Medicines and Supplements Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Zoetis Main Business Overview

13.2.5 Zoetis Latest Developments

13.3 Okava Pharmaceuticals

- 13.3.1 Okava Pharmaceuticals Company Information
- 13.3.2 Okava Pharmaceuticals Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications
- 13.3.3 Okava Pharmaceuticals Pet Weight Loss Medicines and Supplements Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.3.4 Okava Pharmaceuticals Main Business Overview
- 13.3.5 Okava Pharmaceuticals Latest Developments
- 13.4 Omni Pet
 - 13.4.1 Omni Pet Company Information
 - 13.4.2 Omni Pet Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications
 - 13.4.3 Omni Pet Pet Weight Loss Medicines and Supplements Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Omni Pet Main Business Overview
 - 13.4.5 Omni Pet Latest Developments
- 13.5 Better Choice Company (BTTR)
 - 13.5.1 Better Choice Company (BTTR) Company Information
 - 13.5.2 Better Choice Company (BTTR) Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications
 - 13.5.3 Better Choice Company (BTTR) Pet Weight Loss Medicines and Supplements Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Better Choice Company (BTTR) Main Business Overview
 - 13.5.5 Better Choice Company (BTTR) Latest Developments
- 13.6 Orion Pharma
 - 13.6.1 Orion Pharma Company Information
 - 13.6.2 Orion Pharma Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications
 - 13.6.3 Orion Pharma Pet Weight Loss Medicines and Supplements Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 Orion Pharma Main Business Overview
 - 13.6.5 Orion Pharma Latest Developments
- 13.7 Rooted Owl
 - 13.7.1 Rooted Owl Company Information
 - 13.7.2 Rooted Owl Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications
 - 13.7.3 Rooted Owl Pet Weight Loss Medicines and Supplements Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 Rooted Owl Main Business Overview
 - 13.7.5 Rooted Owl Latest Developments

13.8 Huadong Medicine Co., Ltd.

13.8.1 Huadong Medicine Co., Ltd. Company Information

13.8.2 Huadong Medicine Co., Ltd. Pet Weight Loss Medicines and Supplements
Product Portfolios and Specifications

13.8.3 Huadong Medicine Co., Ltd. Pet Weight Loss Medicines and Supplements
Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Huadong Medicine Co., Ltd. Main Business Overview

13.8.5 Huadong Medicine Co., Ltd. Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Pet Weight Loss Medicines and Supplements Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Pet Weight Loss Medicines and Supplements Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Injectables

Table 4. Major Players of Oral Medications

Table 5. Major Players of Others

Table 6. Global Pet Weight Loss Medicines and Supplements Sales by Type (2021-2026) & (K Units)

Table 7. Global Pet Weight Loss Medicines and Supplements Sales Market Share by Type (2021-2026)

Table 8. Global Pet Weight Loss Medicines and Supplements Revenue by Type (2021-2026) & (\$ million)

Table 9. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Type (2021-2026)

Table 10. Global Pet Weight Loss Medicines and Supplements Sale Price by Type (2021-2026) & (US\$/Unit)

Table 11. Major Players of Dogs

Table 12. Major Players of Cats

Table 13. Major Players of Others

Table 14. Global Pet Weight Loss Medicines and Supplements Sales by Pet (2021-2026) & (K Units)

Table 15. Global Pet Weight Loss Medicines and Supplements Sales Market Share by Pet (2021-2026)

Table 16. Global Pet Weight Loss Medicines and Supplements Revenue by Pet (2021-2026) & (\$ million)

Table 17. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Pet (2021-2026)

Table 18. Global Pet Weight Loss Medicines and Supplements Sale Price by Pet (2021-2026) & (US\$/Unit)

Table 19. Major Players of Medicines

Table 20. Major Players of Supplements

Table 21. Global Pet Weight Loss Medicines and Supplements Sales by Property (2021-2026) & (K Units)

Table 22. Global Pet Weight Loss Medicines and Supplements Sales Market Share by

Property (2021-2026)

Table 23. Global Pet Weight Loss Medicines and Supplements Revenue by Property (2021-2026) & (\$ million)

Table 24. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Property (2021-2026)

Table 25. Global Pet Weight Loss Medicines and Supplements Sale Price by Property (2021-2026) & (US\$/Unit)

Table 26. Global Pet Weight Loss Medicines and Supplements Sale by Application (2021-2026) & (K Units)

Table 27. Global Pet Weight Loss Medicines and Supplements Sale Market Share by Application (2021-2026)

Table 28. Global Pet Weight Loss Medicines and Supplements Revenue by Application (2021-2026) & (\$ million)

Table 29. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Application (2021-2026)

Table 30. Global Pet Weight Loss Medicines and Supplements Sale Price by Application (2021-2026) & (US\$/Unit)

Table 31. Global Pet Weight Loss Medicines and Supplements Sales by Company (2021-2026) & (K Units)

Table 32. Global Pet Weight Loss Medicines and Supplements Sales Market Share by Company (2021-2026)

Table 33. Global Pet Weight Loss Medicines and Supplements Revenue by Company (2021-2026) & (\$ millions)

Table 34. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Company (2021-2026)

Table 35. Global Pet Weight Loss Medicines and Supplements Sale Price by Company (2021-2026) & (US\$/Unit)

Table 36. Key Manufacturers Pet Weight Loss Medicines and Supplements Producing Area Distribution and Sales Area

Table 37. Players Pet Weight Loss Medicines and Supplements Products Offered

Table 38. Pet Weight Loss Medicines and Supplements Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 39. New Products and Potential Entrants

Table 40. Market M&A Activity & Strategy

Table 41. Global Pet Weight Loss Medicines and Supplements Sales by Geographic Region (2021-2026) & (K Units)

Table 42. Global Pet Weight Loss Medicines and Supplements Sales Market Share Geographic Region (2021-2026)

Table 43. Global Pet Weight Loss Medicines and Supplements Revenue by Geographic

Region (2021-2026) & (\$ millions)

Table 44. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Geographic Region (2021-2026)

Table 45. Global Pet Weight Loss Medicines and Supplements Sales by Country/Region (2021-2026) & (K Units)

Table 46. Global Pet Weight Loss Medicines and Supplements Sales Market Share by Country/Region (2021-2026)

Table 47. Global Pet Weight Loss Medicines and Supplements Revenue by Country/Region (2021-2026) & (\$ millions)

Table 48. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Country/Region (2021-2026)

Table 49. Americas Pet Weight Loss Medicines and Supplements Sales by Country (2021-2026) & (K Units)

Table 50. Americas Pet Weight Loss Medicines and Supplements Sales Market Share by Country (2021-2026)

Table 51. Americas Pet Weight Loss Medicines and Supplements Revenue by Country (2021-2026) & (\$ millions)

Table 52. Americas Pet Weight Loss Medicines and Supplements Sales by Type (2021-2026) & (K Units)

Table 53. Americas Pet Weight Loss Medicines and Supplements Sales by Application (2021-2026) & (K Units)

Table 54. APAC Pet Weight Loss Medicines and Supplements Sales by Region (2021-2026) & (K Units)

Table 55. APAC Pet Weight Loss Medicines and Supplements Sales Market Share by Region (2021-2026)

Table 56. APAC Pet Weight Loss Medicines and Supplements Revenue by Region (2021-2026) & (\$ millions)

Table 57. APAC Pet Weight Loss Medicines and Supplements Sales by Type (2021-2026) & (K Units)

Table 58. APAC Pet Weight Loss Medicines and Supplements Sales by Application (2021-2026) & (K Units)

Table 59. Europe Pet Weight Loss Medicines and Supplements Sales by Country (2021-2026) & (K Units)

Table 60. Europe Pet Weight Loss Medicines and Supplements Revenue by Country (2021-2026) & (\$ millions)

Table 61. Europe Pet Weight Loss Medicines and Supplements Sales by Type (2021-2026) & (K Units)

Table 62. Europe Pet Weight Loss Medicines and Supplements Sales by Application (2021-2026) & (K Units)

Table 63. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales by Country (2021-2026) & (K Units)

Table 64. Middle East & Africa Pet Weight Loss Medicines and Supplements Revenue Market Share by Country (2021-2026)

Table 65. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales by Type (2021-2026) & (K Units)

Table 66. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales by Application (2021-2026) & (K Units)

Table 67. Key Market Drivers & Growth Opportunities of Pet Weight Loss Medicines and Supplements

Table 68. Key Market Challenges & Risks of Pet Weight Loss Medicines and Supplements

Table 69. Key Industry Trends of Pet Weight Loss Medicines and Supplements

Table 70. Pet Weight Loss Medicines and Supplements Raw Material

Table 71. Key Suppliers of Raw Materials

Table 72. Pet Weight Loss Medicines and Supplements Distributors List

Table 73. Pet Weight Loss Medicines and Supplements Customer List

Table 74. Global Pet Weight Loss Medicines and Supplements Sales Forecast by Region (2027-2032) & (K Units)

Table 75. Global Pet Weight Loss Medicines and Supplements Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 76. Americas Pet Weight Loss Medicines and Supplements Sales Forecast by Country (2027-2032) & (K Units)

Table 77. Americas Pet Weight Loss Medicines and Supplements Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 78. APAC Pet Weight Loss Medicines and Supplements Sales Forecast by Region (2027-2032) & (K Units)

Table 79. APAC Pet Weight Loss Medicines and Supplements Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 80. Europe Pet Weight Loss Medicines and Supplements Sales Forecast by Country (2027-2032) & (K Units)

Table 81. Europe Pet Weight Loss Medicines and Supplements Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 82. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Forecast by Country (2027-2032) & (K Units)

Table 83. Middle East & Africa Pet Weight Loss Medicines and Supplements Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 84. Global Pet Weight Loss Medicines and Supplements Sales Forecast by Type (2027-2032) & (K Units)

Table 85. Global Pet Weight Loss Medicines and Supplements Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 86. Global Pet Weight Loss Medicines and Supplements Sales Forecast by Application (2027-2032) & (K Units)

Table 87. Global Pet Weight Loss Medicines and Supplements Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 88. Pfizer Basic Information, Pet Weight Loss Medicines and Supplements Manufacturing Base, Sales Area and Its Competitors

Table 89. Pfizer Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications

Table 90. Pfizer Pet Weight Loss Medicines and Supplements Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 91. Pfizer Main Business

Table 92. Pfizer Latest Developments

Table 93. Zoetis Basic Information, Pet Weight Loss Medicines and Supplements Manufacturing Base, Sales Area and Its Competitors

Table 94. Zoetis Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications

Table 95. Zoetis Pet Weight Loss Medicines and Supplements Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 96. Zoetis Main Business

Table 97. Zoetis Latest Developments

Table 98. Okava Pharmaceuticals Basic Information, Pet Weight Loss Medicines and Supplements Manufacturing Base, Sales Area and Its Competitors

Table 99. Okava Pharmaceuticals Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications

Table 100. Okava Pharmaceuticals Pet Weight Loss Medicines and Supplements Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 101. Okava Pharmaceuticals Main Business

Table 102. Okava Pharmaceuticals Latest Developments

Table 103. Omni Pet Basic Information, Pet Weight Loss Medicines and Supplements Manufacturing Base, Sales Area and Its Competitors

Table 104. Omni Pet Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications

Table 105. Omni Pet Pet Weight Loss Medicines and Supplements Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 106. Omni Pet Main Business

Table 107. Omni Pet Latest Developments

Table 108. Better Choice Company (BTTR) Basic Information, Pet Weight Loss

Medicines and Supplements Manufacturing Base, Sales Area and Its Competitors

Table 109. Better Choice Company (BTTR) Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications

Table 110. Better Choice Company (BTTR) Pet Weight Loss Medicines and Supplements Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 111. Better Choice Company (BTTR) Main Business

Table 112. Better Choice Company (BTTR) Latest Developments

Table 113. Orion Pharma Basic Information, Pet Weight Loss Medicines and Supplements Manufacturing Base, Sales Area and Its Competitors

Table 114. Orion Pharma Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications

Table 115. Orion Pharma Pet Weight Loss Medicines and Supplements Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 116. Orion Pharma Main Business

Table 117. Orion Pharma Latest Developments

Table 118. Rooted Owl Basic Information, Pet Weight Loss Medicines and Supplements Manufacturing Base, Sales Area and Its Competitors

Table 119. Rooted Owl Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications

Table 120. Rooted Owl Pet Weight Loss Medicines and Supplements Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 121. Rooted Owl Main Business

Table 122. Rooted Owl Latest Developments

Table 123. Huadong Medicine Co., Ltd. Basic Information, Pet Weight Loss Medicines and Supplements Manufacturing Base, Sales Area and Its Competitors

Table 124. Huadong Medicine Co., Ltd. Pet Weight Loss Medicines and Supplements Product Portfolios and Specifications

Table 125. Huadong Medicine Co., Ltd. Pet Weight Loss Medicines and Supplements Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 126. Huadong Medicine Co., Ltd. Main Business

Table 127. Huadong Medicine Co., Ltd. Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Pet Weight Loss Medicines and Supplements
- Figure 2. Pet Weight Loss Medicines and Supplements Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Pet Weight Loss Medicines and Supplements Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Pet Weight Loss Medicines and Supplements Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Pet Weight Loss Medicines and Supplements Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Pet Weight Loss Medicines and Supplements Sales Market Share by Country/Region (2025)
- Figure 10. Pet Weight Loss Medicines and Supplements Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Injectables
- Figure 12. Product Picture of Oral Medications
- Figure 13. Product Picture of Others
- Figure 14. Global Pet Weight Loss Medicines and Supplements Sales Market Share by Type in 2026
- Figure 15. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Type (2021-2026)
- Figure 16. Product Picture of Dogs
- Figure 17. Product Picture of Cats
- Figure 18. Product Picture of Others
- Figure 19. Global Pet Weight Loss Medicines and Supplements Sales Market Share by Pet in 2026
- Figure 20. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Pet (2021-2026)
- Figure 21. Product Picture of Medicines
- Figure 22. Product Picture of Supplements
- Figure 23. Global Pet Weight Loss Medicines and Supplements Sales Market Share by Property in 2026
- Figure 24. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Property (2021-2026)

- Figure 25. Pet Weight Loss Medicines and Supplements Consumed in Pet Hospital
- Figure 26. Global Pet Weight Loss Medicines and Supplements Market: Pet Hospital (2021-2026) & (K Units)
- Figure 27. Pet Weight Loss Medicines and Supplements Consumed in Clinic
- Figure 28. Global Pet Weight Loss Medicines and Supplements Market: Clinic (2021-2026) & (K Units)
- Figure 29. Global Pet Weight Loss Medicines and Supplements Sale Market Share by Application (2025)
- Figure 30. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Application in 2026
- Figure 31. Pet Weight Loss Medicines and Supplements Sales by Company in 2026 (K Units)
- Figure 32. Global Pet Weight Loss Medicines and Supplements Sales Market Share by Company in 2026
- Figure 33. Pet Weight Loss Medicines and Supplements Revenue by Company in 2026 (\$ millions)
- Figure 34. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Company in 2026
- Figure 35. Global Pet Weight Loss Medicines and Supplements Sales Market Share by Geographic Region (2021-2026)
- Figure 36. Global Pet Weight Loss Medicines and Supplements Revenue Market Share by Geographic Region in 2026
- Figure 37. Americas Pet Weight Loss Medicines and Supplements Sales 2021-2026 (K Units)
- Figure 38. Americas Pet Weight Loss Medicines and Supplements Revenue 2021-2026 (\$ millions)
- Figure 39. APAC Pet Weight Loss Medicines and Supplements Sales 2021-2026 (K Units)
- Figure 40. APAC Pet Weight Loss Medicines and Supplements Revenue 2021-2026 (\$ millions)
- Figure 41. Europe Pet Weight Loss Medicines and Supplements Sales 2021-2026 (K Units)
- Figure 42. Europe Pet Weight Loss Medicines and Supplements Revenue 2021-2026 (\$ millions)
- Figure 43. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales 2021-2026 (K Units)
- Figure 44. Middle East & Africa Pet Weight Loss Medicines and Supplements Revenue 2021-2026 (\$ millions)
- Figure 45. Americas Pet Weight Loss Medicines and Supplements Sales Market Share

by Country in 2026

Figure 46. Americas Pet Weight Loss Medicines and Supplements Revenue Market Share by Country (2021-2026)

Figure 47. Americas Pet Weight Loss Medicines and Supplements Sales Market Share by Type (2021-2026)

Figure 48. Americas Pet Weight Loss Medicines and Supplements Sales Market Share by Application (2021-2026)

Figure 49. United States Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 50. Canada Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 51. Mexico Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 52. Brazil Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 53. APAC Pet Weight Loss Medicines and Supplements Sales Market Share by Region in 2026

Figure 54. APAC Pet Weight Loss Medicines and Supplements Revenue Market Share by Region (2021-2026)

Figure 55. APAC Pet Weight Loss Medicines and Supplements Sales Market Share by Type (2021-2026)

Figure 56. APAC Pet Weight Loss Medicines and Supplements Sales Market Share by Application (2021-2026)

Figure 57. China Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 58. Japan Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 59. South Korea Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 60. Southeast Asia Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 61. India Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 62. Australia Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 63. China Taiwan Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 64. Europe Pet Weight Loss Medicines and Supplements Sales Market Share by Country in 2026

Figure 65. Europe Pet Weight Loss Medicines and Supplements Revenue Market Share by Country (2021-2026)

Figure 66. Europe Pet Weight Loss Medicines and Supplements Sales Market Share by Type (2021-2026)

Figure 67. Europe Pet Weight Loss Medicines and Supplements Sales Market Share by Application (2021-2026)

Figure 68. Germany Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 69. France Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 70. UK Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 71. Italy Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 72. Russia Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 73. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Market Share by Country (2021-2026)

Figure 74. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Market Share by Type (2021-2026)

Figure 75. Middle East & Africa Pet Weight Loss Medicines and Supplements Sales Market Share by Application (2021-2026)

Figure 76. Egypt Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 77. South Africa Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 78. Israel Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 79. Turkey Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 80. GCC Countries Pet Weight Loss Medicines and Supplements Revenue Growth 2021-2026 (\$ millions)

Figure 81. Manufacturing Cost Structure Analysis of Pet Weight Loss Medicines and Supplements in 2026

Figure 82. Manufacturing Process Analysis of Pet Weight Loss Medicines and Supplements

Figure 83. Industry Chain Structure of Pet Weight Loss Medicines and Supplements

Figure 84. Channels of Distribution

Figure 85. Global Pet Weight Loss Medicines and Supplements Sales Market Forecast

by Region (2027-2032)

Figure 86. Global Pet Weight Loss Medicines and Supplements Revenue Market Share Forecast by Region (2027-2032)

Figure 87. Global Pet Weight Loss Medicines and Supplements Sales Market Share Forecast by Type (2027-2032)

Figure 88. Global Pet Weight Loss Medicines and Supplements Revenue Market Share Forecast by Type (2027-2032)

Figure 89. Global Pet Weight Loss Medicines and Supplements Sales Market Share Forecast by Application (2027-2032)

Figure 90. Global Pet Weight Loss Medicines and Supplements Revenue Market Share Forecast by Application (2027-2032)

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