

Global Probiotics for Pets Market Growth 2026-2032

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Abstracts

The global Probiotics for Pets market size is predicted to grow from US\$ 763 million in 2025 to US\$ 1411 million in 2032; it is expected to grow at a CAGR of 8.9% from 2026 to 2032.

Pet probiotics are a type of pet nutritional supplement containing beneficial microorganisms, primarily used to improve the gut health and immune function of companion animals such as dogs and cats. Common strains include lactobacilli and bifidobacteria, which help maintain gut microbiota balance, promote nutrient absorption, and reduce digestive problems. Pet probiotic products are typically offered in powder, tablet, capsule, chewable tablet, or liquid form, and can be used to relieve gastrointestinal discomfort, aid in gut recovery after antibiotic treatment, and improve overall health. With increasing awareness of pet health and the popularization of preventative care concepts, pet probiotics are being used more and more widely in the modern pet nutrition field. The upstream of the pet probiotic industry chain includes suppliers of probiotic strains, fermentation media, nutrient substrates, encapsulation materials, and packaging materials. Midstream manufacturers produce finished probiotic supplements through microbial fermentation, strain stabilization, formula development, and product packaging. Downstream sales channels include pet hospitals, pet specialty stores, e-commerce platforms, and pet food retail channels, with pet owners being the primary end users. The industry ecosystem also includes product testing, quality certification, and regulatory compliance services to ensure product safety, efficacy, and stable strain activity. In 2025, the global production of pet probiotics is estimated at 31.2 million units, with an average global market price of approximately US\$25 per unit. The gross profit margin of major companies in the industry ranges from 45% to 65%. In 2025, the global production capacity of pet probiotics is estimated at 41.6 million units.

The market for probiotics for pets is experiencing strong growth as pet owners

increasingly focus on preventive healthcare and digestive wellness for companion animals. Rising awareness of gut microbiome health and the link between digestion and immunity is driving demand for probiotic supplements in pet nutrition. In addition, the humanization trend of pets encourages owners to invest in high-quality nutritional products similar to those used in human health. Product innovation, including strain-specific formulations, flavored chewable formats, and combination supplements with vitamins or prebiotics, is expanding consumer adoption. E-commerce platforms and veterinary recommendations are also accelerating market penetration. With the continued expansion of the global pet population and growing emphasis on animal health management, the probiotics for pets market is expected to maintain robust growth in the coming years.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Probiotics for Pets 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 Probiotics for Pets.

This report presents a comprehensive overview, market shares, and growth opportunities of Probiotics for Pets market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Powder Probiotics

Chewable Tablets

Capsules

Liquid Probiotics

Segmentation by Microbial Strain Type:

Lactobacillus-based Probiotics

Bifidobacterium-based Probiotics

Bacillus-based Probiotics

Multi-Strain Probiotics

Segmentation by Target Animal:

Dog Probiotics

Cat Probiotics

Small Animal Probiotics (Rabbits, Hamsters, etc.)

Aquatic Pet Probiotics

Segmentation by Application:

Online Sales

Offline Sales

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.

Novonesis

Nestlé Purina PetCare

Nutramax Laboratories

Zesty Paws

IFF Health Sciences

Puainta

A Big Hug

?MAG

NOURSE

Kerry Group

Sacco System

Fidobiotics

Petipharm

Provable

Hollison

AdvaCare Pharma

Protexin Pet

Ipromea

Bioprox Healthcare

CanBiocin

PROBIOWAY

Shandong Weiman Pet Food Co., Ltd.

Lallemand Animal Nutrition

Bacterfield

Mars Petcare

ADM

Key Questions Addressed in this Report

What is the 10-year outlook for the global Probiotics for Pets market?

What factors are driving Probiotics for Pets market growth, globally and by region?

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

How do Probiotics for Pets market opportunities vary by end market size?

How does Probiotics for Pets break out by Type, by Application?

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