

Pet Biotics Market By Type (Probiotics, Prebiotics, and Postbiotics), Application (Dry, Wet, Supplements, and Snacks & Treats), Pet (Dogs, Cats, and Other Pets), Form, Function, Manufacturing Technology, and Region – Global Forecast to 2030

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Abstracts

The pet biotics market is estimated to be worth USD 878.1 million in 2025 and is projected to reach USD 1,232.5 million by 2030, at a CAGR of 7.0%. The global pet biotics market is experiencing significant growth, driven by the rising humanization of pets, which is increasing demand for advanced gut-health ingredients as owners seek microbiome-supporting solutions similar to those used in human nutrition. Additionally, there is a growing focus on preventive health, including immunity, stress reduction, digestion, and overall health performance, which is accelerating the use of functional biotics such as probiotics, prebiotics, and postbiotics, in pet food, supplements, treats & snacks. Furthermore, premiumization trends and the shift toward natural, clean-label, and scientifically backed formulations create strong opportunities for high-quality, clinically validated biotic strains. Additionally, the surge in individualized and condition-specific nutrition opens the door for targeted biotics addressing sensitivities, age-related issues, and breed-specific needs.

However, supply chain complexity for high-quality strains, regulatory inconsistencies across regions, and the need for strong scientific substantiation to build consumer trust are expected to pose challenges in the pet biotics market. Furthermore, ensuring the stability and survivability of biotics in various pet food matrices also remains a technical challenge.

Overall, increasing wellness awareness and demand for microbiome-focused nutrition present substantial growth opportunities for pet biotics manufacturers to gain a

significant share in the market.

“Probiotic type is expected to hold a dominant market share during the forecast period”

The probiotic types in the pet biotic segments dominate the market due to strong consumer demand for functional nutrition that supports digestive health, immunity, and overall well-being in pets. Scientific evidence demonstrates that probiotic strains, such as *Lactobacillus*, *Bifidobacterium*, *Bacillus*, and *Saccharomyces cerevisiae*, provide measurable gut and immune benefits, which allows pet food brands to make compelling health claims. Technological advances, such as microencapsulation and strain-specific formulation, help maintain probiotic viability during processing and storage, while ongoing patent activity and product innovation indicate a high commercial value. Despite challenges like strain sensitivity, viability loss during processing, and limited long-term studies, the combination of proven health benefits, consumer awareness, and industry investment has made probiotics a preferred ingredient in dry food, wet food, treats, and supplements.

“Dog segment is expected to hold a strong market share among the pet types in the pet biotics market”

Dogs are expected to dominate the pet type segment in the pet biotics market. This trend is primarily driven by the increasing humanization of pets, where pet owners are more inclined to treat their dogs as family members and invest in their overall health and wellness. Dogs often suffer from common health issues such as joint pain, digestive problems, and skin allergies, which can be managed through targeted nutritional supplements. As a result, the demand for probiotics & prebiotics tailored specifically for dogs, such as those supporting joint health, coat shine, and immune function, is witnessing significant growth.

“North America is expected to dominate the global pet biotics market during the forecast period”

North America dominates the pet biotics market due to a combination of high pet ownership, strong consumer spending on pet health, and advanced industry infrastructure. With high awareness among pet owners in the region of functional nutrition, the demand for probiotics, prebiotics, and postbiotics is strong, as these products can promote gut health, immunity, and overall wellness. The region also has a well-established pet food industry that utilizes advanced manufacturing technologies to maintain the viability of sensitive biotic ingredients. Additionally, North American

companies are well-positioned to develop a wide range of pet biotic products, including dry and wet foods, treats, and supplements. Furthermore, supportive regulatory frameworks, robust distribution networks, and considerable investment in R&D and product innovation are expected to drive consumption and market leadership in the pet biotic segment.

In-depth interviews have been conducted with chief executive officers (CEOs), directors, and other executives from various key organizations operating in the pet biotics market.

By Company Type: Tier 1 – 30%, Tier 2 – 25%, and Tier 3 – 45%

By Designation: Directors – 25%, Managers – 35%, Others – 40%

By Region: North America – 20%, Europe – 30%, Asia Pacific – 35%, South America – 10%, and Rest of the World – 5%

Prominent companies in the market include ADM (US), Alltech (US), Kerry Group plc (Ireland), International Flavors & Fragrances Inc. (US), dsm-firmenich (Netherlands), Cargill, Incorporated (US), Probi (Sweden), Kemin Industries, Inc. (US), BENEIO GmbH (Germany), Ingredion (US), Lallemand Inc. (Canada), Sacco System (Italy), Phileo by Lesaffre (France), Sanzyme Biologics (India), Orffa (Netherlands), BIO-CAT (US), and others.

Research Coverage

This research report categorizes the pet biotics market by type (probiotics, prebiotics, and postbiotics), application (dry food, wet food, supplements, and snacks & treats), pet (dogs, cats, and other pets), function (digestive/gut health, immune modulation, metabolic & weight management, oral & dental health, other functions), manufacturing technology (qualitative) (fermentation, centrifugation & filtration, drying & stabilization, encapsulation & protection, inactivation & cell disruption, formulation & blending, and quality control & storage), and region (North America, Europe, Asia Pacific, South America, and Rest of the World).

The report's scope encompasses detailed information on the major factors, including drivers, restraints, challenges, and opportunities, that influence the growth of the pet biotic industry. A thorough analysis of the key industry players has been done to provide insights into their business, services, key strategies, contracts, partnerships,

agreements, product launches, mergers & acquisitions, and recent developments associated with the pet biotics market. This report provides a competitive analysis of emerging startups in the pet biotics market ecosystem. Furthermore, the study covers industry-specific trends, including technology analysis, ecosystem & market mapping, and patent & regulatory landscape, among others.

Reasons to Buy This Report

The report provides market leaders/new entrants with information on the closest approximations of revenue numbers for the overall pet biotics and its subsegments. It will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market, providing them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights into the following pointers:

Analysis of key drivers (rising pet humanization and preventive health focus), restraints (heat and moisture sensitivity of microbial strains), opportunities (rising demand for gut-health-focused and functional pet foods), and challenges (supply chain complexity for live microbes) influencing the growth of the pet biotics market

Product Development/Innovation: Detailed insights into research & development activities and new product launches in the pet biotics market

Market Development: Comprehensive information about lucrative markets—analysis of pet biotics across varied regions

Market Diversification: Exhaustive information about new product sources, untapped geographies, recent developments, and investments in the pet biotics market

Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, brand/product comparison, and product footprints of leading players such as ADM (US), Alltech (US), Kerry Group plc (Ireland), International Flavors & Fragrances Inc. (US), dsm-firmenich (Netherlands), Cargill, Incorporated (US), Probi (Sweden), Kemin Industries, Inc. (US), BENE0 GmbH (Germany), Ingredion (US), Lallemand Inc. (Canada), Sacco System

(Italy), Phileo by Lesaffre (France), Sanzyme Biologics (India), Orffa (Netherlands), BIO-CAT (US), and other players in the pet biotics market.

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