

Pet Aging Care Products Market Forecasts to 2032 – Global Analysis By Product (Nutritional Supplements, Therapeutic Medicines, Specialized Diets, Grooming & Skin Care Products, Mobility & Assistive Devices and Monitoring & Diagnostic Devices), Animal Type, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Pet Aging Care Products Market is accounted for \$2.25 billion in 2025 and is expected to reach \$3.74 billion by 2032 growing at a CAGR of 7.5% during the forecast period. Pet aging care products encompass a specialized range of nutritional, therapeutic, and supportive solutions designed to address the evolving health needs of senior companion animals. These products support mobility, cognitive function, immunity, digestion, and overall vitality as pets age. Common categories include joint health supplements, age-specific diets, pain management aids, grooming and hygiene products, mobility assistance tools, and wellness monitoring solutions. Formulated with scientifically backed ingredients and veterinary guidance, pet aging care products aim to enhance quality of life, extend healthy longevity, and support preventive care. As pets live longer, these products play a critical role in responsible, compassionate, and proactive pet ownership.

Market Dynamics:

Driver:

Growing Pet Ownership & Humanization

Rising pet ownership combined with the deepening humanization of companion animals

is a primary driver of the pet aging care products market. Pets are increasingly regarded as family members, leading owners to invest proactively in their long-term health and comfort. This shift has heightened demand for age-specific nutrition, supplements, and wellness solutions tailored to senior pets. As awareness of preventive healthcare grows, pet owners are prioritizing products that enhance mobility, cognition, and vitality, reinforcing sustained market expansion.

Restraint:

High Product Costs

High product costs remain a significant restraint in the market, particularly in price-sensitive regions. Specialized diets, advanced supplements, and therapeutic aids often involve premium ingredients, veterinary formulation, and regulatory compliance, which raise overall costs. These expenses can limit adoption among middle- and lower-income pet owners, despite growing awareness of senior pet care. As a result, cost considerations may slow penetration rates and create disparities in access to comprehensive aging care solutions.

Opportunity:

Expansion of Pet Healthcare & Supplements

The rapid expansion of pet healthcare services and nutritional supplements presents a strong growth opportunity for the market. Increasing veterinary engagement, innovation in functional ingredients, and rising demand for preventive care are driving the development of advanced aging solutions. Supplements targeting joint health, cognition, immunity, and digestive wellness are gaining traction as convenient, non-invasive options. This trend, supported by scientific validation and e-commerce distribution, enables manufacturers to broaden portfolios and tap into unmet senior pet care needs.

Threat:

Regulatory & Safety Concerns

Regulatory and safety concerns pose a notable threat to the market. Variations in regulations across regions regarding ingredient approval, labeling, and health claims can complicate product development and commercialization. Additionally, heightened scrutiny over supplement efficacy and safety may lead to stricter compliance

requirements and longer approval timelines. Any adverse product incidents or recalls can undermine consumer trust, impacting brand reputation and slowing market growth in an increasingly quality-conscious environment.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the pet aging care products market. While supply chain disruptions and reduced veterinary visits initially constrained sales, increased pet adoption and heightened focus on at-home pet care supported long-term demand. Owners became more attentive to preventive health and wellness, particularly for senior pets, driving interest in supplements and specialized diets. The accelerated shift toward e-commerce and tele-veterinary guidance further strengthened market resilience post-pandemic.

The specialized diets segment is expected to be the largest during the forecast period

The specialized diets segment is expected to account for the largest market share during the forecast period, due to the growing emphasis on nutrition as a foundational element of senior pet care. Veterinarians increasingly recommend age-specific diets to manage chronic conditions such as arthritis, obesity, digestive disorders, and renal issues. These diets provide targeted, daily nutritional support, making them an integral part of long-term care routines. Strong consumer trust, repeat purchases, and premium positioning further solidify this segment's dominance.

The cognitive health support segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the cognitive health support segment is predicted to witness the highest growth rate, due to rising awareness of age-related cognitive decline in pets. Conditions such as disorientation, memory loss, and behavioral changes are prompting pet owners to seek proactive solutions. Advances in nutraceutical formulations, including antioxidants, omega fatty acids, and brain-supportive compounds, are enhancing product effectiveness. Emotional attachment to aging pets and veterinary endorsements are accelerating adoption of cognitive health products globally.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, owing to high pet ownership rates, strong spending capacity, and a

deeply ingrained culture of treating pets as family members. The region benefits from advanced veterinary infrastructure, widespread availability of premium pet aging care products, and rapid adoption of scientifically formulated supplements and wellness solutions. Additionally, heightened awareness of senior pet health, growing insurance coverage, and proactive preventive care practices continue to accelerate market growth across the United States and Canada.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, due to rapid growth in pet adoption, rising disposable incomes, and increasing awareness of senior pet wellness. Urbanization and changing family structures have strengthened the humanization trend, encouraging higher spending on premium pet care products. Expanding veterinary infrastructure, growing availability of specialized diets and supplements, and a large consumer base collectively supports strong regional demand and sustained market leadership.

Key players in the market

Some of the key players in Pet Aging Care Products Market include Nestlé, Purina PetCare, Elanco Animal Health, Mars Petcare, Ceva Santé Animale, Hill's Pet Nutrition, Merck Animal Health, Nutramax Laboratories, Zesty Paws, Bayer Animal Health, Boehringer Ingelheim Animal Health, Zoetis Inc., PetAg, Inc., Vetoquinol S.A., NaturVet and Virbac S.A.

Key Developments:

In October 2025, Mars Petcare and Big Idea Ventures have hand-picked three innovative startups for their 2025 Next Generation Pet Food Program, spotlighting sustainable biotech ingredients and circular feed solutions to transform pet nutrition and reduce environmental impact.

In March 2025, Mars, Incorporated has extended its partnership with the Washington Spirit, becoming the team's Official Petcare Partner, with its logo featured on jerseys and signage, community ticket donations, pet-friendly game nights, and collaborative fan and pet experiences.

Products Covered:

Nutritional Supplements

Therapeutic Medicines

Specialized Diets

Grooming & Skin Care Products

Mobility & Assistive Devices

Monitoring & Diagnostic Devices

Animal Types Covered:

Dogs

Cats

Other Animal Types

Distribution Channels Covered:

Offline Retail

Online Retail

Applications Covered:

Joint Health Management

Renal Health Management

Cognitive Health Support

Skin and Coat Care

Immune System Support

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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