

# **Pet Anxiety and Calming Products Market Forecasts to 2034 – Global Analysis By Product Type (Calming Supplements, Pheromone-Based Products, Calming Wearables, Calming Toys, Topical Calming Products, Other Calming Products), Pet Type, Distribution Channel, and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Pet Anxiety and Calming Products Market is accounted for \$18.0 billion in 2026 and is expected to reach \$24.2 billion by 2034 growing at a CAGR of 3.8% during the forecast period. Pet anxiety and calming products are solutions designed to reduce stress, anxiety, and behavioral issues in companion animals, improving their well-being and quality of life. The market encompasses product types including calming supplements, pheromone-based products, calming wearables, calming toys, topical calming products, and other calming products. These products serve dogs, cats, and other pets through veterinary clinics and hospitals, pet specialty stores, supermarkets and mass retailers, online retail, and other distribution channels. Growing awareness of pet mental health, increasing pet humanization, and rising prevalence of anxiety-related conditions in pets are key drivers of market expansion.

## **Market Dynamics:**

### **Driver:**

#### **Growing awareness of pet mental health and anxiety issues**

The increasing recognition of mental health issues in companion animals and the impact of anxiety on pet well-being is a primary driver for the pet anxiety and calming

products market. Pet owners are increasingly aware of signs of stress and anxiety in their animals. Behavioral issues including separation anxiety and noise phobias affect many pets. The humanization of pets has led to greater focus on emotional well-being. As awareness of pet mental health grows, demand for calming products expands, supporting sustained market growth.

## **Restraint:**

### **Limited efficacy evidence and skepticism**

Limited scientific evidence for some calming products and consumer skepticism about efficacy represent a major restraint for the market. Not all products have robust clinical evidence. Some consumers may be skeptical of natural calming remedies. Efficacy can vary between individual animals. These evidence and skepticism challenges may constrain market growth for certain product categories.

## **Opportunity:**

### **Innovation in natural and clinically validated calming ingredients**

Continuous innovation in natural and clinically validated calming ingredients presents significant opportunities for market expansion. Ingredients including L-theanine, chamomile, and CBD are gaining popularity. Clinical studies supporting efficacy are increasing. Novel delivery formats improve convenience. As product quality and evidence improve, innovative calming products capture growing market share.

## **Threat:**

### **Competition from behavioral training and veterinary medications**

Competition from behavioral training approaches and prescription veterinary medications poses significant threats to the pet anxiety and calming products market. Training may address behavioral issues without products. Prescription medications may be preferred for severe anxiety. These alternatives may limit market growth for over-the-counter calming products.

## **Covid-19 Impact:**

The COVID-19 pandemic accelerated pet anxiety and calming products market growth as pets experienced routine disruptions and owners returned to work. Separation anxiety increased as owners returned to offices. Awareness of pet mental health grew. E-commerce sales of calming products expanded. Post-pandemic, continued focus on

pet well-being has supported market growth.

## **The Calming Supplements segment is expected to be the largest during the forecast period**

The Calming Supplements segment is expected to account for the largest market share during the forecast period, driven by their accessibility, variety of formats, and growing consumer preference for natural calming solutions. Calming supplements including chews, tablets, and powders offer convenient options for managing pet anxiety. The segment benefits from expanding product availability and consumer awareness. As the most accessible calming product category, supplements maintain the largest product type segment share.

## **The Dogs segment is expected to have the highest CAGR during the forecast period**

Over the forecast period, the Dogs segment is predicted to witness the highest growth rate, fueled by the large dog population, high prevalence of anxiety in dogs, and growing owner awareness of canine mental health. Dogs commonly experience separation anxiety, noise phobias, and situational stress. The segment benefits from extensive product development for dogs. As dog ownership and anxiety awareness grow, this pet type delivers the fastest segment growth.

## **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share, supported by high pet ownership, strong awareness of pet mental health, and established product availability. The United States leads regional growth with substantial consumer spending on pet calming products. High awareness of pet anxiety issues drives demand. Well-established retail and e-commerce channels support market accessibility. With high spending and awareness, North America maintains its dominant market position.

## **Region with highest CAGR:**

Over the forecast period, the Europe region is anticipated to exhibit the highest CAGR, driven by increasing pet ownership, growing awareness of pet mental health, and expanding product availability across European countries. European pet owners are

increasingly focused on pet well-being. Product innovation and availability are expanding. As awareness grows, Europe delivers the fastest pet anxiety and calming products market growth globally.

## Key players in the market

Some of the key players in Pet Anxiety and Calming Products Market include Nestlé, Purina PetCare, Mars, Incorporated, Zoetis Inc., Virbac S.A., Elanco Animal Health Incorporated, Ceva Santé Animale, PetIQ, LLC, Zesty Paws, PetHonesty, Vetoquinol S.A., NaturVet, THUNDERWORKS, Pet Remedy Ltd., Feliway, and PetSafe Brands.

## Key Developments:

In September 2026, Ceva Animal Health expanded its welfare initiative with Cats Protection across the United Kingdom, linking FELIWAY Optimum sales directly to sheltering and behavioral enrichment programs for surrendered cats showing severe anxiety.

In July 2026, Vetoquinol USA officially introduced Zylkene Plus across the United States, expanding its alpha-casozepine-based calming line with a dual-active formula designed for longer-term management of chronic environmental stress and behavioral anxiety in dogs and cats.

In February 2026, Nestlé Purina PetCare convened global veterinary behaviorists and animal welfare scientists at the Purina Pro Plan Calming Care Symposium, presenting clinical research on modulating the canine gut–brain axis and highlighting regulatory milestones for the BL999 probiotic strain.

In January 2026, Elanco secured USDA approval for TruCan Ultra B (Oral), collaborating with the Fear Free movement to market low-volume, low-stress preventive administration formats aimed at reducing fear, anxiety, and clinic-induced distress in dogs.

## Product Types Covered:

Calming Supplements

Pheromone-Based Products

Calming Wearables

Calming Toys

Topical Calming Products

Other Calming Products

## **Pet Types Covered:**

Dogs

Cats

Other Pets

## **Distribution Channels Covered:**

Veterinary Clinics and Hospitals

Pet Specialty Stores

Supermarkets and Mass Retailers

Online Retail

Other Distribution Channels

## **Regions Covered:**

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa  
South Africa  
  
Egypt  
  
Morocco  
  
Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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:**

*Pet Anxiety and Calming Products Market Forecasts to 2034 – Global Analysis By Product Type (Calming Supplemen...*

### 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)

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Regions are also represented in the same manner as above.

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