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Pet Anxiety Solutions Market Forecasts to 2032 – Global Analysis By Product (Medications, Behavioral Training Products, Supplements, Calming Devices and Other Products), Pet Type, Distribution Channel, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Pet Anxiety Solutions Market is accounted for $2.0 billion in 2025 and is expected to reach $3.1 billion by 2032 growing at a CAGR of 6.3% during the forecast period. Pet Anxiety Solutions refer to a range of products, therapies, and interventions designed to alleviate stress, fear, and nervous behaviors in animals, particularly companion pets such as dogs and cats. These solutions encompass calming supplements, pheromone diffusers, anxiety wraps, behavioral training techniques, and interactive toys that help pets cope with triggers like separation, loud noises, travel, or unfamiliar environments. By addressing both physical and emotional aspects of anxiety, they aim to improve pets' overall well-being, foster healthier bonds with owners, and create a more balanced, stress-free living environment for animals in diverse settings.

Market Dynamics:

Driver:

Rising Pet Ownership

Rising pet ownership is fueling steady demand for anxiety-relief solutions as households increasingly treat pets as family members. With more first-time pet parents and growing urban lifestyles, animals face triggers like isolation, indoor confinement, and overstimulation. This shift is pushing owners to seek reliable tools—from supplements to smart-calming devices—to keep pets grounded. As responsibility deepens the market benefits from consistent, long-term spending on well-being rather than short-term fixes. Thus, it drives market expansion.

Restraint:

High Costs

Despite growing awareness, the high cost of premium calming supplements, behavior therapies, and clinical treatments limits broader adoption. Many pet parents hesitate to invest in repeat-purchase products or advanced anxiety interventions due to tight budgets. Veterinary-recommended solutions, though effective, often involve significant fees. This cost barrier slows market penetration in price-sensitive regions and prevents consistent adherence. Until affordability improves, the market must contend with hesitant buyers who prioritize only essential care over specialized anxiety management.

Opportunity:

Awareness of Pet Mental Health

Expanding awareness of pet mental health is opening strong opportunities for market growth. As owners recognize anxiety as a genuine condition, demand rises for preventive and holistic care—ranging from emotional-support supplements to interactive enrichment tools. Social media, veterinary campaigns, and lifestyle shifts have made mental well-being a mainstream conversation, encouraging responsible pet parenting. This cultural shift invites innovation, personalized solutions, and tech-enabled monitoring, allowing brands to build loyalty through science-based, long-term wellness products.

Threat:

Regulatory Challenges

Regulatory complexities loom over the market, especially for calming supplements, pheromone products, and therapeutic claims. Different regions require strict compliance, clinical validation, and clear labeling, which raises costs and slows product rollouts. Any unverified health claims risk penalties, product recalls, or reduced consumer trust. The evolving rules around nutraceuticals and pet therapeutics force companies to constantly adjust formulations and documentation. This landscape creates hurdles for global expansion and delays innovation cycles.

Covid-19 Impact:

The pandemic reshaped pet anxiety trends dramatically. While lockdowns strengthened human-pet bonds, pets became dependent on constant companionship. Post-pandemic routines—returning to offices, travel, and busy schedules—triggered widespread separation anxiety, boosting demand for calming aids and training solutions. Supply-chain disruptions affected product availability, but increased tele-veterinary services encouraged owners to seek tailored support.

The dogs segment is expected to be the largest during the forecast period

The dogs segment is expected to account for the largest market share during the forecast period, as dogs are more prone to separation anxiety, noise phobias, and stress from travel or unfamiliar environments compared to other pets. Rising global dog ownership, coupled with increased awareness among pet parents about behavioral health, drives demand for calming supplements, pheromone diffusers, and anxiety wraps. The availability of diverse dog-specific products ensures this segment maintains its leadership position.

The veterinary hospitals segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the veterinary hospitals segment is predicted to witness the highest growth rate, due to growing reliance on professional care for diagnosing and managing pet anxiety. Veterinary hospitals provide trusted environments where pet owners seek expert advice, validated therapies, and safe product recommendations. Rising awareness of animal mental health and the integration of behavioral training programs within veterinary services further boost demand. As pet owners increasingly prioritize professional guidance, veterinary hospitals emerge as the fastest-growing distribution channel for anxiety solutions.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, owing to rising pet ownership in countries such as China, India, and Japan. Rapid urbanization, changing lifestyles, and growing disposable incomes have led to increased adoption of companion animals, particularly dogs and cats. Heightened

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awareness of pet well-being and the expansion of e-commerce platforms make anxiety solutions more accessible. Regional manufacturers benefit from cost-effective production and strong demand, ensuring Asia Pacific's dominance throughout the forecast period.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, due to advanced veterinary infrastructure and strong consumer awareness of animal mental health. The region's high spending on pet care, combined with widespread adoption of innovative calming products, drives growth. Rising cases of separation anxiety post-pandemic and increasing demand for natural, science-backed solutions further accelerate adoption. With robust distribution networks, regulatory frameworks, and a culture of prioritizing pet wellness, North America emerges as the fastest-growing regional market.

Key players in the market

Some of the key players in Pet Anxiety Solutions Market include Ceva Sant? Animale, Zoetis, Elanco, Vetoquinol, Virbac, Nestl? Purina, Mars Petcare, Nutramax Laboratories, Zesty Paws, Pet Naturals of Vermont, NaturVet, ThunderShirt, PetIQ, Boehringer Ingelheim and VetriScience.

Key Developments:

In July 2025, Odie Pet Insurance is partnering with Nestl? Purina PetCare to embed Petivity by Purina into its underwriting and wellness plans, using pet-health data and smart devices to reward preventive care and reimburse Petivity tool costs — shifting insurance from reactive to proactive.

In June 2025, Nestl? Purina is rolling out fully recyclable PET canisters for its Friskies Party Mix cat treats, eliminating over 500 tonnes of virgin plastic annually. Meanwhile, Amcor has launched mono-material pouches, and A'Peel introduced a clean-peel label — all boosting circularity.

Products Covered:

- Medications

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Behavioral Training Products

Supplements

Calming Devices

Other Products

Pet Types Covered:

Dogs

Cats

Other Pet Types

Distribution Channels Covered:

Online Stores

Supermarkets/Hypermarkets

Veterinary Clinics

Pet Specialty Stores

Other Distribution Channels

End Users Covered:

Household

Animal Shelters

Veterinary Hospitals

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Other End Users

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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