

Pet CBD Products Market Forecasts to 2032 – Global Analysis By Product (Oils & Tinctures, Treats & Chews, Capsules & Softgels and Supplements), Spectrum, Pet Type, Application, Distribution Channel and By Geography

<https://marketpublishers.com/r/P8F3974F8F3EEN.html>

Date: November 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: P8F3974F8F3EEN

Abstracts

According to Statistics MRC, the Global Pet CBD Products Market is accounted for \$874.1 million in 2025 and is expected to reach \$2,784.6 million by 2032 growing at a CAGR of 18.0% during the forecast period. Pet CBD products are hemp-derived formulations designed to support the health and wellness of companion animals such as dogs and cats. These products contain cannabidiol (CBD), a non-psychoactive compound known for its potential therapeutic benefits, including relief from anxiety, inflammation, pain, and seizures. Available in various forms—such as oils, treats, capsules, chews, and topicals—pet CBD products are formulated to be safe, legal (with less than 0.3% THC), and palatable for animals. They are increasingly used in holistic pet care routines, often under veterinary guidance, to enhance quality of life and manage chronic conditions without intoxicating effects.

Market Dynamics:

Driver:

Pet Humanization & Wellness Trends

The growing trend of pet humanization is a major driver of the pet CBD products market, as owners increasingly seek holistic wellness solutions for their animals. CBD products are viewed as natural alternatives for managing anxiety, pain, and age-related conditions. With pets treated as family members, demand for safe, non-intoxicating, and

therapeutic formulations continues to rise. This shift in consumer behavior, supported by increased spending on pet healthcare and wellness, is fueling rapid market expansion across both developed and emerging regions.

Restraint:

Regulatory Ambiguity

Regulatory ambiguity remains a key restraint in the pet CBD products market. Varying legal frameworks across countries and states create uncertainty around product approval, labeling, and distribution. The lack of standardized guidelines for CBD use in animals limits veterinary endorsement and consumer confidence. Additionally, inconsistent enforcement and evolving legislation hinder market entry for new players and complicate expansion strategies. Until clearer regulations are established, this ambiguity will continue to challenge manufacturers, retailers, and pet owners seeking reliable CBD solutions.

Opportunity:

Product Innovation & Branding

Product innovation and branding presents a significant opportunity for growth in the pet CBD market. Companies are developing diverse formats—such as flavored treats, oils, capsules, and topicals—tailored to pet preferences and health needs. Enhanced branding strategies, including transparency in sourcing and third-party testing, build consumer trust and loyalty. As awareness of CBD's benefits grows, innovative delivery systems and targeted formulations for specific conditions (e.g., joint pain, anxiety) are driving differentiation. This innovation wave is expected to accelerate adoption and expand market reach.

Threat:

Limited Veterinary Endorsement

Limited veterinary endorsement poses a threat to the pet CBD products market, as many professionals remain cautious due to insufficient clinical data and regulatory risks. Without strong support from veterinarians, pet owners may hesitate to adopt CBD products, especially for chronic or serious conditions. This lack of medical validation affects credibility and slows mainstream acceptance. To overcome this barrier,

companies must invest in research, education, and partnerships with veterinary institutions to build evidence-based support and encourage responsible usage.

Covid-19 Impact:

The Covid-19 pandemic had a mixed impact on the pet CBD products market. While supply chain disruptions and economic uncertainty initially slowed growth, increased pet adoption and time spent at home boosted interest in wellness solutions. Owners became more attentive to pets' behavioral and health issues, driving demand for calming and therapeutic CBD products. E-commerce channels flourished during lockdowns, reshaping purchasing habits and expanding access. Post-pandemic recovery continues to support market momentum, with digital platforms and health-conscious consumers sustaining long-term growth.

The CBD isolate segment is expected to be the largest during the forecast period

The CBD isolate segment is expected to account for the largest market share during the forecast period, due to its purity, consistency, and legal compliance. Isolate formulations contain 99% pure CBD, free from THC and other cannabinoids, making them ideal for pet use. These products offer predictable dosing and minimal risk of psychoactive effects, which appeals to cautious pet owners and veterinarians. Their widespread availability across treats, oils, and capsules further supports dominance, especially in regions with strict regulatory standards.

The e-commerce segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the e-commerce segment is predicted to witness the highest growth rate, due to convenience, product variety, and digital awareness. Online platforms offer easy access to CBD products, along with educational content, reviews, and subscription models. The pandemic accelerated digital adoption, and consumers now prefer direct-to-door delivery for pet wellness items. E-commerce also enables niche brands to reach global audiences, bypassing traditional retail barriers. This shift in buying behavior is expected to sustain rapid growth and reshape distribution strategies.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rising pet ownership, growing disposable incomes, and increasing

awareness of natural health solutions. Countries like China, Japan, and India are experiencing a surge in pet humanization, driving demand for holistic care products. Expanding e-commerce infrastructure and favorable regulatory developments further enhance market accessibility. Local manufacturers and global brands are investing in product localization and education, positioning Asia Pacific as a key growth hub for pet CBD.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to advanced veterinary infrastructure, strong consumer awareness, and progressive CBD legislation. The U.S. and Canada lead in pet wellness trends, with owners actively seeking natural remedies for anxiety, pain, and aging-related conditions. High disposable incomes and widespread availability of premium products support rapid adoption. Additionally, robust e-commerce networks and increasing veterinary openness to CBD contribute to North America's position as the fastest-growing regional market.

Key players in the market

Some of the key players in Pet CBD Products Market include Charlotte's, Medterra, King Kanine, Pet Releaf, Innovet Pet, Green Roads, Honest Paws, cbdMD, Inc., CBDfx, Canna-Pet, Paw CBD, HempMy Pet, HolistaPet, Joy Organics and PureKana.

Key Developments:

In September 2025, The multi-year partnership between Charlotte Hornets and Judi Health marks a strategic alignment of athletic branding and healthcare innovation: Judi Health becomes the exclusive jersey-patch partner for the Hornets, showcasing its healthcare-tech leadership on the NBA stage and amplifying its mission to transform benefit administration across the U.S.

In April 2025, Nutriband Inc. has entered into a partnership agreement with Charlotte FC, leveraging the collaboration to boost its brand visibility—particularly for its “AI Tape” product made in the Charlotte region—and spotlight its AVERSA™ abuse-deterrent patch technology.

Products Covered:

Oils & Tinctures

Treats & Chews

Capsules & Softgels

Topicals (Balms, Sprays, Creams)

Supplements

Spectrums Covered:

Full Spectrum CBD

Broad Spectrum CBD

CBD Isolate

Hemp Derived CBD

Synthetic ? Derived CBD

Pet Types Covered:

Dogs

Cats

Other Pets

Applications Covered:

Anxiety & Stress Relief

Pain Management & Inflammation

Joint Health & Mobility Support

Skin & Allergies

Seizure Control

General Wellness & Immune Support

Other Applications

Distribution Channels Covered:

E-commerce

Pet Specialty Stores

Veterinary Clinics & Hospitals

CBD / Hemp Specialty Stores

Offline General Retail

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL PET CBD PRODUCTS MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Oils & Tinctures
- 5.3 Treats & Chews
- 5.4 Capsules & Softgels
- 5.5 Topicals (Balms, Sprays, Creams)
- 5.6 Supplements

6 GLOBAL PET CBD PRODUCTS MARKET, BY SPECTRUM

- 6.1 Introduction
- 6.2 Full Spectrum CBD
- 6.3 Broad Spectrum CBD
- 6.4 CBD Isolate
- 6.5 Hemp Derived CBD
- 6.6 Synthetic Derived CBD

7 GLOBAL PET CBD PRODUCTS MARKET, BY PET TYPE

- 7.1 Introduction
- 7.2 Dogs
- 7.3 Cats
- 7.4 Other Pets

8 GLOBAL PET CBD PRODUCTS MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Anxiety & Stress Relief
- 8.3 Pain Management & Inflammation
- 8.4 Joint Health & Mobility Support
- 8.5 Skin & Allergies
- 8.6 Seizure Control
- 8.7 General Wellness & Immune Support
- 8.8 Other Applications

9 GLOBAL PET CBD PRODUCTS MARKET, BY DISTRIBUTION CHANNEL

- 9.1 Introduction

- 9.2 E commerce
- 9.3 Pet Specialty Stores
- 9.4 Veterinary Clinics & Hospitals
- 9.5 CBD / Hemp Specialty Stores
- 9.6 Offline General Retail

10 GLOBAL PET CBD PRODUCTS MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar
 - 10.6.4 South Africa
 - 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Charlotte's Web Holdings, Inc.
- 12.2 Medterra CBD
- 12.3 King?Kanine
- 12.4 Pet?Releaf
- 12.5 Innovet Pet
- 12.6 Green?Roads
- 12.7 Honest?Paws
- 12.8 cbdMD, Inc.
- 12.9 CBDfx
- 12.10 Canna Pet LLC
- 12.11 Paw?CBD
- 12.12 HempMy?Pet
- 12.13 HolistaPet
- 12.14 Joy?Organics
- 12.15 PureKana

List Of Tables

LIST OF TABLES

Table 1 Global Pet CBD Products Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Pet CBD Products Market Outlook, By Product (2024-2032) (\$MN)

Table 3 Global Pet CBD Products Market Outlook, By Oils & Tinctures (2024-2032) (\$MN)

Table 4 Global Pet CBD Products Market Outlook, By Treats & Chews (2024-2032) (\$MN)

Table 5 Global Pet CBD Products Market Outlook, By Capsules & Softgels (2024-2032) (\$MN)

Table 6 Global Pet CBD Products Market Outlook, By Topicals (Balms, Sprays, Creams) (2024-2032) (\$MN)

Table 7 Global Pet CBD Products Market Outlook, By Supplements (2024-2032) (\$MN)

Table 8 Global Pet CBD Products Market Outlook, By Spectrum (2024-2032) (\$MN)

Table 9 Global Pet CBD Products Market Outlook, By Full Spectrum CBD (2024-2032) (\$MN)

Table 10 Global Pet CBD Products Market Outlook, By Broad Spectrum CBD (2024-2032) (\$MN)

Table 11 Global Pet CBD Products Market Outlook, By CBD Isolate (2024-2032) (\$MN)

Table 12 Global Pet CBD Products Market Outlook, By Hemp Derived CBD (2024-2032) (\$MN)

Table 13 Global Pet CBD Products Market Outlook, By Synthetic Derived CBD (2024-2032) (\$MN)

Table 14 Global Pet CBD Products Market Outlook, By Pet Type (2024-2032) (\$MN)

Table 15 Global Pet CBD Products Market Outlook, By Dogs (2024-2032) (\$MN)

Table 16 Global Pet CBD Products Market Outlook, By Cats (2024-2032) (\$MN)

Table 17 Global Pet CBD Products Market Outlook, By Other Pets (2024-2032) (\$MN)

Table 18 Global Pet CBD Products Market Outlook, By Application (2024-2032) (\$MN)

Table 19 Global Pet CBD Products Market Outlook, By Anxiety & Stress Relief (2024-2032) (\$MN)

Table 20 Global Pet CBD Products Market Outlook, By Pain Management & Inflammation (2024-2032) (\$MN)

Table 21 Global Pet CBD Products Market Outlook, By Joint Health & Mobility Support (2024-2032) (\$MN)

Table 22 Global Pet CBD Products Market Outlook, By Skin & Allergies (2024-2032) (\$MN)

Table 23 Global Pet CBD Products Market Outlook, By Seizure Control (2024-2032)

(\$MN)

Table 24 Global Pet CBD Products Market Outlook, By General Wellness & Immune Support (2024-2032) (\$MN)

Table 25 Global Pet CBD Products Market Outlook, By Other Applications (2024-2032) (\$MN)

Table 26 Global Pet CBD Products Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 27 Global Pet CBD Products Market Outlook, By E commerce (2024-2032) (\$MN)

Table 28 Global Pet CBD Products Market Outlook, By Pet Specialty Stores (2024-2032) (\$MN)

Table 29 Global Pet CBD Products Market Outlook, By Veterinary Clinics & Hospitals (2024-2032) (\$MN)

Table 30 Global Pet CBD Products Market Outlook, By CBD / Hemp Specialty Stores (2024-2032) (\$MN)

Table 31 Global Pet CBD Products Market Outlook, By Offline General Retail (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Pet CBD Products Market Forecasts to 2032 – Global Analysis By Product (Oils & Tinctures, Treats & Chews, Capsules & Softgels and Supplements), Spectrum, Pet Type, Application, Distribution Channel and By Geography

Product link: <https://marketpublishers.com/r/P8F3974F8F3EEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P8F3974F8F3EEN.html>