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Pet Gut Microbiome Testing Market Forecasts to 2032 – Global Analysis By Product Type (DNA Sequencing Kits, Sample Collection Kits, Microbiome Analysis Software, Prebiotics & Probiotics Linked to Microbiome Reports, Culturing Tests and Other Product Types), Pet Type, Sample Type, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Pet Gut Microbiome Testing Market is accounted for $61.06 million in 2025 and is expected to reach $173.6 million by 2032 growing at a CAGR of 16.1% during the forecast period. Pet gut microbiome testing is a diagnostic process that analyzes the microbial composition within a pet's gastrointestinal tract using stool samples. This test identifies beneficial and harmful bacteria, offering insights into digestive health, immune function, and potential dietary sensitivities. By evaluating microbial diversity and balance, veterinarians and pet owners can tailor nutrition and treatment plans to improve overall wellness. It supports proactive health management, helping detect early signs of imbalance or disease and promoting optimal gut function in pets.

According to American College of Veterinary Internal Medicine, researchers analyzed over 4,000 fecal samples from pets to define a core healthy microbiome. They found that elevated levels of Escherichia-Shigella commonly including E. coli were present in approximately 28% of dogs and 13% of cats, and these elevations were significantly associated with clinical signs, gastrointestinal diagnoses, and recent antibiotic exposure

Market Dynamics:

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Driver:

Growing pet health awareness & humanization of pets

As pets are increasingly viewed as family members, owners are investing in preventive care and personalized nutrition. This shift is encouraging the adoption of microbiome analysis to detect digestive issues, allergies, and immune-related conditions. Pet gut microbiome testing fits this need perfectly, as it offers a way to identify underlying health issues, such as gastrointestinal problems and allergies, and to develop targeted interventions before they become chronic and severe. The rise of holistic veterinary care and wellness-focused pet products further supports the expansion of this market.

Restraint:

High costs of testing & complexity of interpretation

While technological advancements have made the process more affordable, it remains a premium service that is not accessible to all pet owners, particularly those who are more price-sensitive. Furthermore, the complex nature of the data generated by these tests poses a challenge. The results, often including extensive lists of microbial species and their relative abundances, can be difficult for both pet owners and even some veterinarians to interpret and translate into actionable advice.

Opportunity:

Direct-to-consumer (DTC) models & digital integration

DTC testing kits, which allow pet owners to collect samples at home, simplify the process and make it more convenient. This model bypasses the need for a veterinary visit, increasing accessibility and consumer engagement. By combining these at-home kits with digital platforms, companies can provide pet owners with easy-to-understand reports, personalized dietary recommendations, and access to nutritional experts. This seamless integration of technology not only enhances the user experience but also creates a scalable business model for reaching a broader customer base.

Threat:

Skepticism from the scientific and veterinary communities

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Concerns about the clinical relevance of microbiome data, lack of peer-reviewed validation, and inconsistent outcomes have led to cautious adoption. Some professionals question the efficacy of microbiome-based interventions without robust scientific backing. This skepticism may hinder integration into mainstream veterinary care unless supported by rigorous studies and standardized protocols. The absence of a strong scientific consensus on standardized methods and the interpretation of results can make it difficult for testing companies to gain credibility and drive widespread adoption in a market that relies heavily on professional advice.

Covid-19 Impact:

The COVID-19 pandemic had a profound and generally positive impact on the pet gut microbiome testing market. During lockdowns, there was a significant surge in pet ownership and a new emphasis on the human-animal bond, leading to increased spending on pet health and wellness. This "pet humanization" trend accelerated as owners spent more time at home and became more attentive to their pets' well-being. The pandemic also highlighted the value of at-home health monitoring and diagnostics, which directly boosted the demand for convenient, direct-to-consumer testing kits.

The DNA sequencing kits segment is expected to be the largest during the forecast period

The DNA sequencing kits segment is expected to account for the largest market share during the forecast period attributed to the superior accuracy and comprehensive data provided by these technologies. Kits utilizing methods like 16S rRNA sequencing and shotgun metagenomics are considered the gold standard for gut microbiome analysis, offering detailed insights into the bacterial composition, diversity, and function within a pet's gut. These advanced kits are critical for both diagnostic purposes and for research, as they provide the depth of information needed for personalized treatment plans and for the development of new, targeted pet health products.

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

Over the forecast period, the diagnostics segment is predicted to witness the highest growth rate driven by increasing demand for actionable health insights. Microbiome-based diagnostics are being used to detect gastrointestinal disorders, food sensitivities, and immune imbalances in pets. As awareness of gut health’s impact on overall wellness grows, diagnostic tools are evolving to offer targeted treatment

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recommendations. Integration with AI-driven platforms and personalized care plans is enhancing the value proposition of microbiome diagnostics.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share supported by rising pet ownership, growing disposable income, and expanding veterinary infrastructure. Countries like China, Japan, and India are witnessing increased spending on pet healthcare and wellness products. The region's tech-savvy population and rapid adoption of digital health solutions are fueling demand for microbiome testing services. Local startups and global players are investing in tailored offerings to meet diverse consumer needs.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR owing to accelerating urbanization and evolving pet care trends. The region's growing awareness of preventive health and nutrition is encouraging adoption of advanced diagnostics. Government support for biotech innovation and increasing availability of sequencing technologies are further contributing to market growth. As pet owners seek personalized and holistic care, Asia Pacific is emerging as a key hub for microbiome testing innovation and expansion.

Key players in the market

Some of the key players in Pet Gut Microbiome Testing Market include AnimalBiome, Biome9, Sun Genomics, Nom Nom, Zesty Paws, PetBiome, Microbiome Labs, Basepaws, Pooch & Mutt, Wild Earth, Fera Pet Organics, DoggyBiome, MySimplePetLab, Vetrinex Labs, Four Leaf Rover and Bernie's Perfect Poop.

Key Developments:

In May 2025, AnimalBiome reviewed over 12,500 patients tested and support extended to 4,500+ veterinary hospitals. The update also highlighted new strategic partnerships and the launch of the AnimalBiome Veterinary Academy.

In May 2025, Sun Genomics continued expansion in microbiome research initiatives. oted for ongoing research into microbiome-targeted interventions across diverse health conditions including gastrointestinal and metabolic disorders.

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Product Types Covered:

- DNA Sequencing Kits
- Sample Collection Kits
- Microbiome Analysis Software
- Prebiotics & Probiotics Linked to Microbiome Reports
- Culturing Tests
- Other Product Types

Pet Types Covered:

- Dogs
- Cats
- Horses
- Hamsters
- Other Pet Types

Sample Types Covered:

- Fecal Samples
- Saliva
- Blood
- Other Sample Types

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Applications Covered:

- Diagnostics
- Personalized Nutrition & Dietary Recommendations
- Wellness & Preventive Care
- Research & Academic Use

End Users Covered:

- Veterinary Clinics & Hospitals
- Pet Owners
- Research Institutions
- Pet Nutrition Companies
- Other End Users

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK

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- 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

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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

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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

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

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

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