

# **Pet Nutrition Consulting Market Forecasts to 2032 – Global Analysis By Service Type (Customized Meal Planning, Clinical Nutrition Consulting, Weight Management Programs and Senior Pet Nutrition Programs), Pet Type, Delivery Model, Distribution Channel, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Pet Nutrition Consulting Market is accounted for \$5.9 billion in 2025 and is expected to reach \$10.6 billion by 2032 growing at a CAGR of 8.7% during the forecast period. Pet nutrition consulting is a specialized service that guides pet owners, veterinarians, and pet-food companies in designing diets that support optimal animal health. It blends scientific knowledge of animal physiology, ingredients, and feeding behavior with practical advice tailored to each pet's age, breed, lifestyle, and medical needs. Consultants help create balanced meal plans, evaluate commercial foods, develop formulations for brands, and address issues like allergies, obesity, and digestive disorders. Rooted in traditional veterinary nutrition yet shaped by modern research and rising pet humanization, this field ensures pets receive diets that are safe, effective, and aligned with long-term wellness.

### **Market Dynamics:**

Driver:

Rising pet ownership and humanization

Rising pet ownership and humanization are key drivers of the pet nutrition consulting market. As pets are increasingly viewed as family members, owners prioritize their

health and wellness, fueling demand for expert dietary guidance. Consultants provide tailored nutrition plans that address breed-specific needs, allergies, and lifestyle factors. This trend is particularly strong in urban areas, where disposable incomes and awareness of preventive care are rising, ensuring steady growth in demand for professional nutrition consulting services.

Restraint:

#### Fragmented market and price sensitivity

The pet nutrition consulting market faces challenges due to fragmentation and price sensitivity. Numerous small-scale consultants and regional providers compete with established firms, creating inconsistent service quality and pricing. Many pet owners remain cautious about investing in premium consulting services, especially in cost-sensitive markets. This limits widespread adoption, as affordability and trust remain critical factors. Without standardized offerings and competitive pricing, market expansion may be slowed.

Opportunity:

#### Advances in pet nutrition science & ingredients

An advance in pet nutrition science & ingredients presents significant opportunities for the market. Ongoing research into functional foods, probiotics, and allergen-free formulations enables consultants to design highly specialized diets. These innovations address obesity, digestive disorders, and chronic conditions, enhancing pets' long-term wellness. As pet food companies increasingly collaborate with consultants to develop premium products, demand for expert guidance grows. The integration of modern science with practical consulting ensures a strong pathway for market expansion and differentiation.

Threat:

#### High cost of expert consulting and formulation

High costs associated with expert consulting and specialized formulations pose a threat to market growth. Professional services often require advanced knowledge, customized diet plans, and premium ingredients, making them expensive for average pet owners. This cost barrier limits accessibility, especially in emerging economies where

affordability is a priority. Without cost-effective solutions, adoption may remain concentrated among affluent consumers. Providers must innovate pricing models to overcome this challenge.

#### Covid-19 Impact:

The Covid-19 pandemic had mixed effects on the pet nutrition consulting market. Initially, economic uncertainty reduced spending on premium services. However, rising pet adoption during lockdowns and heightened focus on health boosted demand for nutrition guidance. Owners sought expert advice to manage obesity, stress, and dietary needs while working remotely. Digital consultations and tele-nutrition services gained traction, reshaping delivery models.

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

The reptiles segment is expected to account for the largest market share during the forecast period, as they require highly specialized diets tailored to species-specific needs, making expert guidance essential. Consultants help owners and breeders design balanced feeding plans that address calcium, protein, and vitamin requirements critical for reptile health. Rising popularity of reptiles as pets, coupled with growing awareness of their complex nutritional needs, drives demand for consulting services. This segment's unique requirements ensure its dominance during the forecast period.

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

Over the forecast period, the veterinary clinics segment is predicted to witness the highest growth rate, because clinics increasingly integrate nutrition consulting into routine care, offering personalized diet plans alongside medical treatments. This holistic approach enhances patient outcomes and strengthens client trust. With rising awareness of preventive healthcare, pet owners rely on veterinarians for expert dietary advice. The growing adoption of in-clinic consulting services, supported by advanced diagnostic tools, positions veterinary clinics as the fastest-growing segment globally.

#### 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, urbanization, and growing disposable incomes across countries such as China, India, and Japan fuel demand for expert dietary

guidance. Increasing awareness of pet wellness and the expansion of premium pet food brands further support consulting adoption. Local and international providers are actively entering the region, offering tailored solutions to diverse consumer needs, cementing Asia Pacific's leadership in overall market share.

#### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to region benefits from advanced veterinary infrastructure, high pet ownership rates, and strong awareness of preventive healthcare. Owners increasingly invest in expert consulting to address obesity, allergies, and chronic conditions. The presence of leading consultants and innovative startups accelerates growth. With rising demand for personalized, science-driven nutrition solutions, North America is set to lead in growth momentum during the forecast period.

#### Key players in the market

Some of the key players in Pet Nutrition Consulting Market include Mars Petcare, Cargill Incorporated, Nestlé Purina PetCare, Ingredion Incorporated, Hill's Pet Nutrition, Darling Ingredients Inc., Spectrum Brands, AFB International, General Mills, Land O'Lakes, Archer Daniels Midland, Evonik Industries AG, BASF SE, Kemin Industries, and DSM Nutritional Products.

#### Key Developments:

In July 2025, Odie Pet Insurance and Nestlé Purina PetCare have announced a strategic partnership to integrate the "Petivity powered by Purina" ecosystem into insurance underwriting and wellness reimbursements.

In February 2025, UMAMI Bioworks, has joined Nestlé Purina PetCare's UNLEASHED accelerator program to co-develop sustainable, high-quality seafood-based proteins for the pet food industry—addressing nutrition, diversity, and ecological challenges.

#### Service Types Covered:

Customized Meal Planning

Clinical Nutrition Consulting

Weight Management Programs

Digestive & Allergy Management Plans

Performance/Working Animal Nutrition

Senior Pet Nutrition Programs

**Pet Types Covered:**

Dogs

Cats

Birds

Small Mammals

Reptiles

Fish

**Delivery Models Covered:**

In-Person Consulting

Online/Virtual Consulting

Hybrid Programs

Subscription-Based Services

Mobile App-Based Nutrition Support

**Distribution Channels Covered:**

Direct-to-Consumer

Veterinary Partnerships

Pet Retail Partnerships

Online Platforms

End Users Covered:

Pet Owners

Veterinary Clinics

Pet Care Centers

Breeders

Animal Shelters

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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