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# Pet Weight-Management and Prescription Diets Market Forecasts to 2034 – Global Analysis By Pet Type (Dogs, Cats and Other Pet Types), Diet Type, Product Form, Distribution Channel, End User and By Geography

https://marketpublishers.com/r/PBA0E0AF1BC8EN.html
Date: June 2026
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: PBA0E0AF1BC8EN

## Abstracts

According to Stratistics MRC, the Global Pet Weight-Management and Prescription Diets Market is accounted for $10.0 billion in 2026 and is expected to reach $16.5 billion by 2034 growing at a CAGR of 6.5% during the forecast period. Weight-control and therapeutic diets for pets are essential for supporting long-term wellness and preventing chronic health conditions. These diets are carefully designed to manage concerns like excess weight, metabolic disorders, renal issues, and sensitivities to certain ingredients. They include regulated energy content, precise nutrient composition, and added components that enhance metabolic function and body balance. Such diets are usually prescribed by veterinarians according to an animal’s health status, age group, and daily activity. Growing pet owner awareness about proactive care has boosted interest in customized nutrition, helping improve disease outcomes and ensuring a healthier, more active life for companion animals.

According to the American Pet Products Association (APPA), In 2025, U.S. pet industry spending reached USD 157 billion, with USD 67.8 billion spent on pet food and treats. This includes prescription and therapeutic diets, showing strong consumer prioritization of clinically formulated nutrition for pets.

Market Dynamics:

Driver:

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Increasing awareness of preventive pet healthcare

The rising understanding of preventive care among pet owners is boosting the demand for specialized dietary products. Individuals are recognizing the vital role of proper nutrition in avoiding long-term illnesses and promoting overall well-being in animals. This awareness has encouraged the use of targeted diets that help manage potential health risks at an early stage. Efforts by veterinary professionals and pet food manufacturers to educate consumers have strengthened this trend. Consequently, more pet owners are opting for high-quality, condition-specific nutrition solutions, contributing to the steady growth of the weight-management and prescription diets segment.

Restraint:

High cost of prescription and specialized diets

Elevated pricing of therapeutic and weight-control pet foods is a major factor limiting market expansion. These diets typically cost more because of their advanced formulations, research backing, and use of high-quality ingredients. For many pet owners, especially in developing or cost-conscious markets, sustained usage becomes financially challenging. This is particularly true for pets needing long-term dietary care. Moreover, some consumers question the value of premium products, reducing their willingness to invest. Consequently, affordability concerns continue to hinder broader adoption and slow the growth of specialized pet nutrition solutions across various regions.

Opportunity:

Innovation in functional and therapeutic ingredients

Advancements in ingredient development are opening new avenues for growth in the pet diet sector. Companies are incorporating beneficial components such as probiotics, essential fatty acids, and natural extracts to improve product performance. These enhanced formulations help address specific health concerns more effectively, increasing their appeal among consumers. Ongoing research in pet nutrition is enabling the development of precise dietary solutions for issues like weight control and digestive health. With growing interest in evidence-based and natural products, manufacturers focusing on innovative ingredients are well-positioned to strengthen their presence and capture a larger market share.

Threat:

Intense market competition

High levels of rivalry within the pet nutrition industry create a major challenge for market participants. Both global leaders and smaller brands are actively developing new products and promotional strategies to attract customers. Affordable alternatives from private-label and regional players further intensify the pressure. This competitive landscape can result in pricing conflicts and lower profitability. Moreover, consumers often prefer trusted brands, making it difficult for newcomers to establish themselves. To remain competitive, companies must focus on innovation and strong branding, which increases operational costs and adds complexity to sustaining long-term growth.

Covid-19 Impact:

The pandemic period created both challenges and growth opportunities for the specialized pet diet market. Early disruptions in logistics, manufacturing, and restricted veterinary access made it difficult for consumers to obtain prescription foods. Despite these setbacks, a surge in pet ownership increased overall demand for pet nutrition products. With people staying indoors, greater focus was placed on pet well-being, encouraging the use of targeted dietary solutions. Online sales channels played a crucial role in maintaining product accessibility. In the long run, the situation enhanced consumer awareness and contributed to the expansion of the weight-management and therapeutic pet food sector.

The prescription therapeutic diets segment is expected to be the largest during the forecast period

The prescription therapeutic diets segment is expected to account for the largest market share during the forecast period, primarily because they are widely used to manage various medical conditions in pets. Designed to support issues like metabolic disorders, renal complications, and digestive concerns, these diets play a vital role in treatment and recovery. Veterinary guidance strongly influences their adoption, as professionals often recommend them for specific health needs. Pet owners increasingly recognize the importance of targeted nutrition in improving overall well-being. The rising emphasis on clinical care and long-term health management further strengthens the prominence of this segment within the specialized pet diet industry.

The online retail platforms segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online retail platforms segment is predicted to witness the highest growth rate, driven by the rising popularity of online shopping. Consumers prefer these platforms due to their convenience, broad product selection, and doorstep delivery. Features such as customer feedback, detailed information, and recurring purchase options improve overall satisfaction. Expanding internet access and advancements in e-commerce systems are further fueling this growth. With more pet owners embracing digital solutions and seeking hassle-free purchasing experiences, online retail is rapidly emerging as the most dynamic and high-growth segment within the pet weight-management and prescription diets industry.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by widespread pet ownership and a strong focus on animal health. Consumers in this region are more inclined to invest in high-quality, specialized nutrition to maintain their pets' well-being. A well-developed veterinary network and the presence of major industry players contribute to steady market expansion. Rising health concerns such as obesity and long-term illnesses among pets further increase the need for targeted dietary solutions. Ongoing product innovation and professional endorsements continue to strengthen the region's leading role in the global pet nutrition industry.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by economic development and increasing pet adoption. Higher income levels and urban living trends are encouraging consumers to spend more on pet care and nutrition. Awareness about maintaining pet health is improving, leading to greater use of targeted dietary solutions. The rise of online retail channels and advancements in veterinary services is also boosting accessibility. With a growing middle-class population and evolving consumer preferences, the region is becoming a key growth hub for weight-management and prescription pet food products.

Key players in the market

Some of the key players in Pet Weight-Management and Prescription Diets Market include Mars, Incorporated, Nestl? Purina PetCare, Hill's Pet Nutrition, Royal Canin

(Mars), Zoetis Inc., Pfizer Animal Health, Blue Buffalo, The J. M. Smucker Company, Diamond Pet Foods, WellPet LLC, Midwestern Pet Foods, Dechra Pharmaceuticals, Eukanuba, Iams, Champion Petfoods, Nutro (Mars-owned brand), Merrick Pet Care and Hill's Prescription Diet.

Key Developments:

In May 2026, Mars Petcare and Big Idea Ventures announce the launch of the Next Generation Pet Food Program, in collaboration with industry leaders AAK, B?hler, Givaudan, and Ingredion. Now in its third year, the program has become a leading global platform for advancing sustainable solutions in pet nutrition, focused on identifying and scaling the next generation of breakthrough technologies.

In June 2025, Zoetis signs consulting deal with Infosys. Infosys will help Zoetis integrate advanced AI solutions and automation services into its IT operations. This collaboration also underscores our commitment to delivering practical AI innovations and tailored digital solutions to the Life Sciences sector.

Pet Types Covered:

- Dogs
- Cats
- Other Pet Types

Diet Types Covered:

- Weight-Loss Diets
- Weight-Maintenance Diets
- Prescription Therapeutic Diets
- Breed-Specific Diets

Product Forms Covered:

Dry Kibble

Wet & Canned Food

Semi-Moist Food

Nutritional Supplements & Additives

Distribution Channels Covered:

Veterinary Clinics & Hospitals

Pet Specialty Stores

Online Retail Platforms

Pharmacies

End Users Covered:

Individual Pet Owners

Veterinary Professionals

Pet Boarding & Training Facilities

Regions Covered:

North America

United States

Canada

Mexico

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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:

- 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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Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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