

Pet Calming Products Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Food & Supplements, Snack & Treats, Gel & Ointment, Spray & Mist, Others), By Pet Type (Dog, Cat, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F

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Abstracts

The Global Pet Calming Products Market is projected to expand from USD 17.91 Billion in 2025 to USD 25.52 Billion by 2031, reflecting a compound annual growth rate of 6.08%. This industry comprises a specialized array of non-pharmaceutical aids intended to alleviate stress and anxiety in companion animals, including pheromone diffusers, topical sprays, anxiety wraps, and consumable supplements. The market is primarily driven by the deepening bond between humans and animals, which encourages owners to regard pets as family members deserving of mental health care, alongside a growing awareness of specific triggers such as noise sensitivity and separation anxiety. This shift in sentiment supports a consistent demand for accessible behavioral wellness interventions that do not require a veterinary prescription.

However, the market faces hurdles due to economic instability and inflationary pressures, which often force budget-conscious consumers to prioritize essential nutrition over discretionary wellness items. Despite these financial constraints, engagement with the category remains strong as owners increasingly acknowledge the importance of animal mental well-being. Data from the American Pet Products Association indicates that in 2024, 59% of dog owners and 52% of cat owners employed some form of calming solution, demonstrating that managing pet anxiety has evolved from a niche concern into a fundamental component of modern pet ownership.

Market Driver

The trend toward pet humanization and the premiumization of care acts as a primary catalyst for market growth, as owners increasingly view their animals as integral family members entitled to high-quality mental health support. This anthropomorphic shift has elevated pet care from addressing basic survival needs to focusing on proactive wellness management, driving the purchase of sophisticated calming solutions that mirror human therapies. Consequently, consumers are demonstrating a willingness to invest significantly in their pets' well-being, creating a favorable environment for premium products; the American Pet Products Association's '2025 State of the Industry Report' noted that total U.S. pet industry expenditures hit \$152 billion in 2024, reflecting this substantial financial commitment.

Simultaneously, the rising prevalence of behavioral disorders and separation anxiety, exacerbated by changing work patterns and modern urban lifestyles, is fueling demand for specialized interventions. As pets encounter environmental stressors like isolation and noise aversion, owners are actively seeking effective non-pharmaceutical remedies, often incurring significant costs to address these challenges. A January 2025 report by Rover, 'The Cost of Dog Parenthood 2025,' estimates that owners of anxious dogs may spend an additional \$975 annually on training or boarding. This focus on behavioral health is driving broader adoption of supplements, with Petfood Industry reporting in June 2025 that vitamin and supplement usage grew by 6% in 2024 compared to the prior year.

Market Challenge

Inflationary pressures and economic volatility constitute a significant barrier to the growth of the Global Pet Calming Products Market by diminishing consumer purchasing power and reshaping spending priorities. As household budgets tighten, pet owners are often compelled to strictly differentiate between absolute necessities—such as primary nutrition and acute veterinary services—and supplemental wellness items. Despite the growing recognition of pet mental health, calming aids like pheromone diffusers and anxiety wraps are frequently viewed as discretionary luxuries, making them vulnerable to removal from shopping lists as consumers consolidate funds to afford the rising costs of essential goods.

This shift toward fiscal conservatism restricts market volume and limits revenue potential for wellness brands. The hesitation to allocate funds to preventative behavioral care creates a friction point that prevents high awareness levels from converting into

actual sales. According to the American Pet Products Association, 19% of pet owners in 2024 reported intentions to reduce their pet-related spending due to economic conditions. This retraction in spending disproportionately impacts ancillary categories like anxiety relief, hindering the market's ability to fully capitalize on the expanding human-animal bond.

Market Trends

The integration of smart wearable technology is fundamentally transforming the market by shifting anxiety management from reactive interventions to proactive, data-driven monitoring. Modern collars and vests are increasingly equipped with biometric sensors capable of tracking heart rates, respiratory patterns, and vocalizations to identify early physiological signs of distress, such as noise phobia or separation anxiety. These devices often operate within a connected ecosystem that can automatically trigger calming mechanisms or alert owners via mobile apps; Tractive's January 2025 press release highlighted this demand, reporting over 1.3 million active customers seeking devices that monitor behavioral wellness metrics alongside location.

Concurrently, the widespread adoption of hemp-derived formulations and CBD represents a distinct pivot toward natural, non-pharmaceutical anxiolytics. Pet owners are increasingly prioritizing functional, plant-based ingredients over synthetic sedatives, utilizing cannabidiol-infused soft chews and tinctures to mitigate environmental aversion and chronic stress. This trend validates hemp as a holistic solution for issues like thunderstorm phobia, moving the category from a niche alternative to a mainstream wellness staple. The American Pet Products Association's March 2024 survey reveals that CBD usage for calming dogs reached 12% in 2024, marking a threefold increase compared to 2018 levels.

Key Market Players

Nestle Purina Petcare

Virbac

NOWFoods

Zoetis Inc.

PetHonesty

Zesty Paws

THUNDERWORKS

PetIQ, LLC.

CEVA

GARMON CORP.

Report Scope

In this report, the Global Pet Calming Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Pet Calming Products Market, By Type

Food & Supplements

Snack & Treats

Gel & Ointment

Spray & Mist

Others

Pet Calming Products Market, By Pet Type

Dog

Cat

Others

Pet Calming Products Market, By Distribution Channel

Online

Offline

Pet Calming Products Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Pet Calming Products Market.

Available Customizations:

Global Pet Calming Products Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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