

Pet Bird Health Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Pet Birds have enriched our lives since ancient times. They are wonderful and have the unique ability to fly. They are long-lived, and many of the parrots can mimic human speech, being comical and entertaining. Keeping pet birds healthy means paying attention to their diet, environment, and behavior. Many pet birds suffer from nutritional deficiencies because they are only fed seeds, which lack essential vitamins and minerals. Pet birds' diet must incorporate 60% formulated pellets and 40% vegetables such as corn, carrots, beans, peas, broccoli, beetroot, chillies with seeds, and fruits. Their cages should also be regularly cleaned to prevent infections, as the birds need space to stretch and exercise. A good diet keeps a bird in good spirits, warding them off from illness. Further, their mental situation is also important as boredom can lead to stress, feather plucking, or aggression. Some other signs of illness are changes in droppings, puffed up feathers, or a sudden drop in energy.

The Pet Bird Health Market is expected to grow with a significant CAGR of 6.14% during the forecast period (2025- 2033F). The pet bird health market is growing steadily, owing to the increase in people treating birds like their own family members and wanting to keep them healthy and happy. This market includes expenditure on bird-specific veterinary care, supplements, balanced diet, and health monitoring products. There is also an expeditious demand for natural remedies, organic food, and sensor-based smarter cages. Further, with the increased disposable income, growing nuclear family, and isolated society trend, more avian pets and specialty clinics have popped up, especially in urban areas. With the growing awareness about pet birds' health and illness, people are investing more in preventive and palliative care.

Based on the product, the market is segmented into pharmaceuticals, diagnostics, and others. The global demand for the pharmaceuticals segment for

the pet bird health market is growing rapidly as more avian pet owners are recognizing the importance of proper medical care. As birds can suffer from a variety of issues, such as infections, parasites, and respiratory problems, they usually do not reveal any illness symptoms until they are serious. With the increasing awareness of avian pets health, people are increasingly preferring the treatment and medications to prevent their sickness. Veterinarians are also prescribing more targeted drugs specifically designed for them. With improved access to avian pets and improved products, bird owners are more willing to use pharmaceuticals to keep their pets healthy and extend their lifespan.

Based on application, the market is segmented into parasitic infections and bacterial infections, and others. Among these, the largest portion of global revenue in 2024 came from the parasitic infections segment. Parasitic infections have become a major concern for the pet birds' health, as they are mostly kept inside closed doors, breeding parasitic infections. Musty environmental conditions, untidy cages, improper cleaning, and crowding can all contribute to intestinal worm, mite, and lice infestations. Additionally, imported or breeder birds may carry parasites that may spread to humans as well. Owners seek treatment when they become more conscious of symptoms like itching, feather loss, leading to an increase in demand for products connected to products. Veterinarians are also diagnosing these infections more often, making parasite prevention and treatment a growing part of bird healthcare.

Based on the distribution channel, the market is segmented into online and offline. In 2024, the online segment controlled the global market and generated the highest percentage of total revenue in the pet bird health market. The online segment offers convenience, variety, and better access to specialized products. As many local pet stores don't keep bird-specific medicines, supplements, or foods, bird owners turn to the internet to find the required medicines. Online platforms also offer helpful reviews, advice, and fast delivery, which is conveniently available at the doorstep. People living in isolated places in the far suburban areas can also get trusted, healthy products for their birds. As many bird owners are busy, they do research online to get healthy pet bird products.

For a better understanding of the market, the growth of the Pet Bird Health market is analyzed based on their worldwide demand in regions such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, France, U.K., Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, Rest of Asia-Pacific), Rest of World. Pet bird health is expanding at the fastest

pace during the forecast period. The Asia-Pacific region is experiencing a multitude of market activities, such as the growing penetration of healthcare services due to the rising illness in pet birds, the introduction of novel pet bird products, and the entry of big players into the market. Several other factors are augmented use of veterinary care products, extended research projects focusing on the zoonotic disease transmission, participation of governmental organizations, etc. According to the State of India's Birds Report 2023 (Government of India, Ministry of Environment, Forest and Climate Change), the ministry has taken several steps for the protection and conservation of bird species and further prohibiting them from illegal trade. On December 10, 2024, acting on a complaint by PETA India, the Jama Masjid Police Station recovered nearly 150 parakeets and pigeons from shops at Kabutar Market near Jama Masjid. Two of the parakeets were found dead. 56 pigeons and 90 parakeets were seized, of which 49 were Alexandrine, 39 were rose-ringed, and 2 were plum-headed.

Some of the major players operating in the market include Thermo Fisher Scientific Inc., Vetfarm, Vetnil, AdvaCare Pharma, INDICAL BIOSCIENCE GmbH (Vimian Group AB), Kaytee Products, Inc., HomeoPet LLC., Merck & Co., Inc, Lafeber Company, and Global Harvest Foods, LLC.

Contents

1 MARKET INTRODUCTION

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

2 RESEARCH METHODOLOGY OR ASSUMPTIONS

- 2.1. Research Process of the Pet Bird Health Market
- 2.2. Research Methodology of the Pet Bird Health Market
- 2.3. Respondent Profile

3 EXECUTIVE SUMMARY

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
 - 3.2.1. Market Growth Intensity
- 3.3. Regional Outlook

4 MARKET DYNAMICS

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. Pestel Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
 - 4.7.1. Merger & Acquisition
 - 4.7.2. Investment Scenario
 - 4.7.3. Industry Insights: Leading Startups and Their Unique Strategies

5 PRICING ANALYSIS

- 5.1. Regional Pricing Analysis
- 5.2. Price Influencing Factors

6 GLOBAL PET BIRD HEALTH MARKET REVENUE (USD BN), 2023- 2033F

7 MARKET INSIGHTS BY PRODUCT

- 7.1. Pharmaceuticals
- 7.2. Diagnostics
- 7.3. Others

8 MARKET INSIGHTS BY APPLICATION

- 8.1. Parasitic Infections
- 8.2. Bacterial Infections
- 8.3. Others

9 MARKET INSIGHTS BY DISTRIBUTION CHANNEL

- 9.1. Online
- 9.2. Offline

10 MARKET INSIGHTS BY REGION

- 10.1. North America
 - 10.1.1. U.S.
 - 10.1.2. Canada
 - 10.1.3. Rest of North America
- 10.2. Europe
 - 10.2.1. Germany
 - 10.2.2. France
 - 10.2.3. U.K.
 - 10.2.4. Spain
 - 10.2.5. Italy
 - 10.2.6. Rest of Europe
- 10.3. Asia-Pacific
 - 10.3.1. China
 - 10.3.2. Japan
 - 10.3.3. India
 - 10.3.4. Rest of APAC
- 10.4. Rest of The World

11 VALUE CHAIN ANALYSIS

- 11.1. Marginal Analysis
- 11.2. List of Market Participants

12 COMPETITIVE LANDSCAPE

- 12.1. Competition Dashboard
- 12.2. Competitor Market Positioning Analysis
- 12.3. Porter Five Forces Analysis

13 COMPANY PROFILES

- 13.1. Thermo Fisher Scientific Inc.
 - 13.1.1. Company Overview
 - 13.1.2. Key Financials
 - 13.1.3. Swot Analysis
 - 13.1.4. Product Portfolio
 - 13.1.5. Recent Developments
- 13.2. Vetafarm.
- 13.3. Vetnil
- 13.4. AdvaCare Pharma
- 13.5. INDICAL BIOSCIENCE GmbH (Vimian Group AB)
- 13.6. Kaytee Products, Inc.
- 13.7. HomeoPet LLC.
- 13.8. Merck & Co., Inc
- 13.9. Lafeber Company
- 13.10. Global Harvest Foods, LLC

14 ACRONYMS & ASSUMPTIONS

15 ANNEXURE

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