

# **Pet Obesity Management Market Size, Trends, Analysis, and Outlook By Product (Drugs, Food supplements), By Animal Type (Dogs, Cats), By End-user (Pet specialty stores, E-commerce, Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Pet Obesity Management market size is poised to register 6.76% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Pet Obesity Management market across By Product (Drugs, Food supplements), By Animal Type (Dogs, Cats), By End-user (Pet specialty stores, E-commerce, Others).

The Pet Obesity Management market is experiencing steady growth driven by the rising prevalence of pet obesity and overweight conditions, changing pet lifestyles and dietary habits, and growing awareness of the health risks and consequences associated with pet obesity, driving the need for effective weight management solutions, nutritional interventions, and lifestyle modifications to address the growing pet obesity epidemic and improve pet health outcomes and quality of life. Pet obesity refers to the excessive accumulation of body fat in pets beyond the healthy weight range for their breed, age, and size, leading to adverse health effects, reduced mobility, and increased risk of obesity-related diseases, such as diabetes, arthritis, cardiovascular disease, respiratory disorders, and decreased lifespan. Key factors driving market expansion include the rising pet obesity rates, with studies indicating that over 50% of dogs and cats in the United States are overweight or obese, and the increasing recognition of obesity as a significant welfare issue affecting pets of all ages, breeds, and backgrounds, driving the need for comprehensive obesity prevention, assessment, and management strategies to address the underlying causes and contributing factors of pet obesity and promote healthy weight loss, maintenance, and long-term success in pets. Additionally,

advancements in pet nutrition science, veterinary medicine, and weight management protocols, as well as the expanding availability of weight loss programs, prescription diets, portion control methods, and exercise plans tailored to individual pet needs and lifestyle requirements, are providing pet owners with a range of options for managing pet obesity and achieving sustainable weight loss goals for their pets, promoting optimal health, mobility, and vitality. Moreover, the growing demand for personalized, evidence-based, and multidisciplinary approaches to pet obesity management, as well as the increasing emphasis on preventive healthcare, wellness promotion, and nutritional counseling, are driving industry collaboration, consumer education, and veterinary engagement initiatives aimed at raising awareness about pet obesity risks, providing resources, and empowering pet owners with knowledge and support to make informed decisions and positive changes in their pets' diet, exercise, and lifestyle habits. With the continuous focus on education, prevention, and holistic care, the Pet Obesity Management market is poised for further expansion in the coming years.

## Pet Obesity Management Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Pet Obesity Management market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Pet Obesity Management survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Pet Obesity Management industry.

## Key market trends defining the global Pet Obesity Management demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Pet Obesity Management Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Pet Obesity Management industry comprises a wide range of segments and sub-

segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Pet Obesity Management companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Pet Obesity Management industry

Leading Pet Obesity Management companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Pet Obesity Management companies.

Pet Obesity Management Market Study- Strategic Analysis Review

The Pet Obesity Management market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Pet Obesity Management Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Pet Obesity Management industry report provides a detailed analysis and outlook

of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

## Pet Obesity Management Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Pet Obesity Management Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Pet Obesity Management market segments. Similarly, Strong end-user demand is encouraging Canadian Pet Obesity Management companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Pet Obesity Management market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Pet Obesity Management Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Pet Obesity Management industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Pet Obesity Management market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

### Asia Pacific Pet Obesity Management Market Size Outlook- an attractive hub for

opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Pet Obesity Management in Asia Pacific. In particular, China, India, and South East Asian Pet Obesity Management markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

**Latin America Pet Obesity Management Market Size Outlook- Continued urbanization and rising income levels**

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Pet Obesity Management Market Size Outlook- continues its upward trajectory across segments**

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Pet Obesity Management market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Pet Obesity Management.

**Pet Obesity Management Market Company Profiles**

The global Pet Obesity Management market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Auxthera LLC, Hills Pet Nutrition Inc., KONG Company, Park Vet Group, Pedigree, Pfizer Animal Health, Royal Canin, Vivaldis, Weight Watchers

## Recent Pet Obesity Management Market Developments

The global Pet Obesity Management market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Pet Obesity Management Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Product

Drugs

Food supplements

By Animal Type

Dogs

Cats

By End-user

Pet specialty stores

E-commerce

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Auxthera LLC

Hills Pet Nutrition Inc.

KONG Company

Park Vet Group

Pedigree

Pfizer Animal Health

Royal Canin

Vivaldis

Weight Watchers

Formats Available: Excel, PDF, and PPT



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