PET INDUSTRY RESEARCH REPORT

2026 TRENDS

What can we expect from pet consumers and how will the industry evolve?

by GlobalPETS

2026 promises to be the year that AI becomes an integral part of many facets of the everyday life of a pet owner. And, partly driven by enhanced AI capabilities, personalization and tailored purchasing models also look set to become even more finely tuned in the drive to win and retain customers.

In response to the consumer's desire for convenience, both in-house delivery options and q-commerce will consolidate their footholds as owners seek the comfort of knowing their pets' needs can be easily and swiftly taken care of. In-store experiences and apps will become more comprehensive, with major retailers also opening small stores in busy urban locations.

In a business world affected by macroeconomic trends and political uncertainty, securing loyalty to brands – and to retailers through private labels – becomes key. Providing flexible options, promising a commitment to sustainability and building community are all strategies that can be observed in the pet sector.

While inflation shows definite signs of levelling off, tariffs continue to present challenges, with ongoing overhauls of supply chains and sourcing. Additional factors coming into play this year include EU packaging legislation and a reorganization of taxation.

This is our breakdown of the main trends that pet businesses should pay attention to this year.

Trend 1: AI integration

Pet players are eager to integrate AI into more parts of their operations, going beyond customer service bots to optimize operational tasks, provide personalized recommendations and develop comprehensive solutions.

The World Trade Organization (WTO)'s 2025 report on the implications of AI use in commerce found that the technology has the power to boost trade by nearly 40% by 2040, "thanks to productivity gains and lower trade costs".

Investment in AI

Given its potential, companies are interested in investing more in technology: 41% of retail and 57% of brand executives listened to by Rithum in the US and the UK reported having concrete plans and were preparing to bring in AI-based automation soon[1].

Mars is including a global portfolio of artificial intelligence (AI) powered digital health tools in its $1 billion investment digital innovation plan for its Pet Nutrition business. Meanwhile, Nestlé is investing in an AI-powered service to create product content for e-commerce and digital media channels for different brands, including Purina[2].

At an earlier stage, London-based pet tech startup Lupa received $20 million (€17M) in funding to expand its suite of AI agents and launch the world's first veterinary AI-lab. The Argentinian retailer Puppis has also added AI to its pipeline.

> *"It is within our priorities to launch more MVPs [minimum viable products] in 2026. As an example, we are launching in Q1 a supply chain tool powered with AI. We expect significant improvements from that."*
> ***Pipa Nogaró, CEO, Puppis***

To be successful, AI must provide practical solutions to give consumers more control of daily life activities as well as offer easy-to-use interfaces and facilitate smooth experiences, Euromonitor advises[3].

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[1] https://www.rithum.com/resources/commerce-under-pressure/
[2] https://www.nestle.com/media/news/brands-ai-digital-twins-content-service
[3] https://go.euromonitor.com/rs/805-KOK-719/images/Euromonitor-GCT-2026ConsumerTrends.pdf?

AI retail revolution

There's also the promise of a retail revolution tied to AI. In 2025, the generative AI leader OpenAI began a pilot project for direct sales on ChatGPT with Walmart and Etsy in the US, and in 2026 the market expects this project to expand and include more sellers – opening a whole new shopping frontier for pet products.

Consumers are already searching for product recommendations on services such as ChatGPT, Gemini and Le Chat, with one-quarter of consumers considering it as the top benefit of using generative AI in shopping[4]. Currently, brands and companies are racing to optimize their content to rank among recommendations on these platforms. The challenge intensifies this year as preparing AI-friendly content can also lead to direct purchases.

Using generative AI is also a growing behavior among pet owners. A survey conducted by dog training app Woofz of 2,000 dog owners in April 2025 found that 21% of pet parents ask for immediate advice from ChatGPT, 25% trust AI's diagnostics as being as accurate as those given by a veterinarian, and 39% consider using this technology to train their dogs[5].

To address this new reality, Cornell University College of Veterinary Medicine and Amazon Web Services have united to create a generative AI-powered chatbot aiming to provide "quick and reliable answers" to canine health questions[6].

The use of AI in production is another key trend to watch. Applications tend to boom in the health segment, with predictive health monitoring, virtual veterinary consultations, personalized nutrition plans and smart feeding solutions[7].

Some examples include Seoul and California-based startup AI for Pet's use of vision artificial intelligence (AI) to transform images and videos into health insights, and Virginia-based Veterinarian Exam Assistant (VEA)'s processing of patient data into diagnostic suggestions. This mirrors a wider trend in human health, as consumers become more open to high-tech wellness and medical solutions. One example from the

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4 https://www.euromonitor.com/newsroom/press-releases/june-2025/generative-ai-use-is-skyrocketing-but-consumers-demand-human-touch

5 https://www.woofz.com/blog/role-ai-in-pet-care/

6 https://aws.amazon.com/blogs/publicsector/using-generative-ai-to-help-dog-owners-make-smarter-health-decisions/

7 https://issuu.com/figlobalinsights/docs/fi2516_pet_food_e-mag_v_issuu

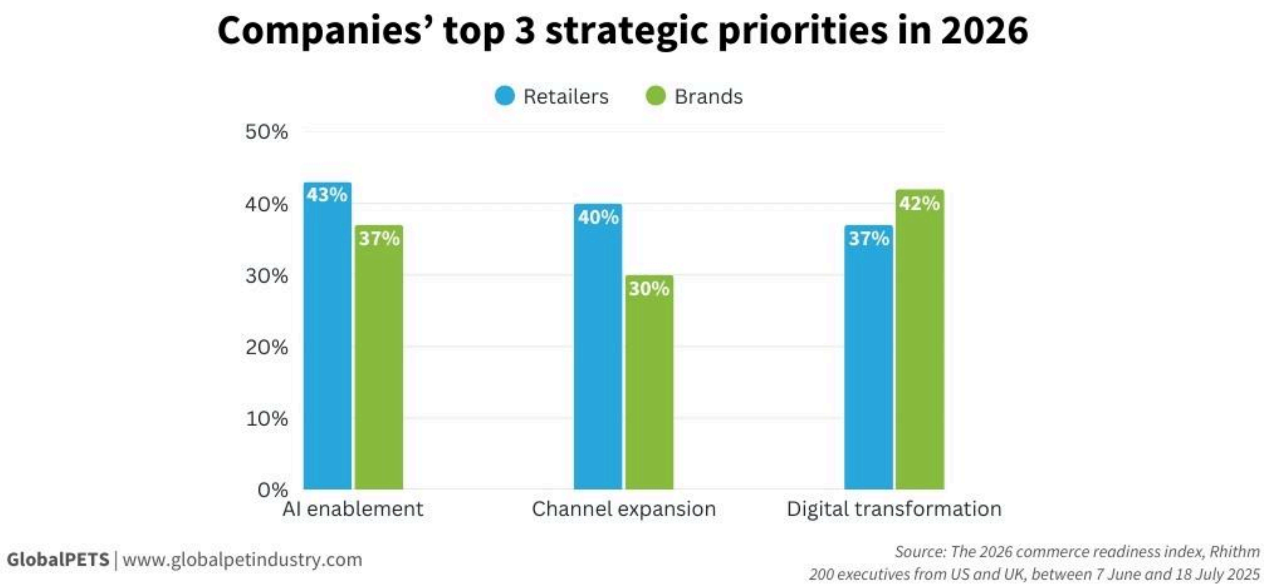
pet food market is the subscription-based company PawCo's proprietary AI system, which analyzes complex nutritional datasets to create functional formulations.

Other areas are also set to capitalize, as training tools, interactive toys and entertainment options will be increasingly powered by some level of AI.

Closing the AI gap

However, the field of AI is still fragmented and, above all, unequal. WTO states that AI's positive impact on business can only be maximized if gaps are bridged, especially the digital divide between low-, middle- and high-income economies.

"The number of quantitative restrictions applied to AI-related goods has climbed sharply over time, from 130 in 2012 to nearly 500 in 2024," the organization says. However, the WTO sees space for growth in retail, classifying the sector as medium AI-intensive, meaning exposure is rising, yet innovation and adoption lag.



Trend 2: Business models that fit every consumer

The consumers of 2026 aren't the no strings-attached types, but they are more demanding: they want flexible commitments and fair benefits in return for their business. As they seek both convenience and value for money, business models which allow flexibility, hyper-personalization and low commitment tend to stand out[8].

Customization is being constantly boosted by advances in technology and data collection, as companies can adapt costs based on historical data. For insurers such as Trupanion, it is an opportunity to offer customizable deductions and tailored subscriptions.

Autoship is also intensifying its penetration and continuing to drive growth for adopters, with Chewy and Pets at Home standing as significant examples. In the third quarter of 2025, Chewy's autoship customer sales increased 13.6% year on year, accounting for 83.9% of total net sales. And for Pets at Home, its Easy Repeat program, which offers automatic deliveries and store pick-ups, helped the group consumer revenue to increase 11.4% in the first half of FY2026, ending 9 October 2025.

Another area to keep an eye on is the growing investment in fast and convenient delivery, whether through in-house shipping improvements or increasingly frequent partnerships with q-commerce, as they reduce delivery times and alleviate the guilt many owners feel when they know something might be missing for their pet.

In 12 months, the platform Just Eat Takeaway.com delivered 1.8 million pet care orders, making it the third most popular category in the app[9]; German-founded foodora reports that orders for pet products have doubled in the past three years; and Spanish-based delivery app Glovo registered a 70% growth in sales year on year[10].

> *"This value-oriented structure not only makes pet care more affordable but also fosters long-term loyalty by combining savings, convenience and a fully omnichannel experience."*
> ***Aline Penna, Chief Financial Officer and Vice President of Finance, Petz***

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[8] https://go.euromonitor.com/rs/805-KOK-719/images/Euromonitor-GCT-2026ConsumerTrends.pdf?
[9] https://globalpetindustry.com/news/quick-delivery-becomes-routine-for-busy-pet-owners/
[10] https://globalpetindustry.com/news/analysis-delivery-platforms-lean-on-pet-supplies-to-expand-their-reach/

The search for cost-efficient options can also boost new ways of offering services. Health-monitoring tools, for example, tend to gain popularity amid rising vet fees[11].

Generational specifics

Personalization will also mean taking into account the needs and standards of each generation.

Gen X, for example, holds strong spending power, brand loyalty and love for pets, but its potential remains untapped, according to the data and tech company Numerator. In particular, the subgroup known as dual-income-no-kids (DINK) or 'empty nesters' tends to channel its spending towards pets, with average expenses 15% higher than those with children at home[12].

Millennials are also willing to spend on their companions. Two recent surveys by Yummypets in six countries showed that this demographic is the one with the biggest proportion of owners intending to invest more than $150 (€129) per month in alternative food for their pets in 2026, besides being very likely to increase online pet food purchases in the next six months.

And, although Gen Z spends less than other groups, Numerator says that "while budget-conscious, this generation craves experiences" and that "by speaking to their lifestyle and values, brands have a chance to win the loyalty of these next-gen pet parents".

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[11] https://nielseniq.com/global/en/insights/report/2025/trendspotting-with-andrea-binder-whats-next-in-pet-care/
[12] https://www.numerator.com/gen-x-consumer-behavior/#deep-dive

Trend 3: Retail, convenient and comfort-oriented

Consumers are also seeking easy solutions in retail, a desire classified by global data and insights company Euromonitor as a comfort zone mindset. This means they are looking for interactions that reduce stress, combining easy purchasing with fast delivery.

In retail, this trend will manifest on two fronts. On the one hand, chains and stores will build in-house solutions, with one-click online shopping, apps that facilitate search and delivery, and efficient recommendation systems to shorten the purchasing journey. The digital intelligence platform Similarweb has highlighted a migration of consumers from web to mobile apps[13], as apps become more responsive and convenient.

French and Italian giants Animalis and Arcaplanet have invested in on-demand and same-day delivery systems, while Indian retailer and pet care provider Zigly is launching a new all-encompassing app in January 2026.

> *"[The app] will integrate vet appointments, grooming bookings, repeat orders and personalized recommendations in one journey. This will improve retention, increase frequency and allow us to serve customers seamlessly across online and offline touchpoints."*
> ***Saurabh Jain, CEO, Zigly***

Nearly eight out of 10 (79%) of shoppers plan their pet purchases ahead[14]. Therefore, the combination of consistent demand and consumer planning creates a great opportunity for retailers to capitalize on hassle-free solutions. One such idea is in-store destination zones, aligning assortments with shopper needs and maintaining consistent promotions and merchandising.

> *"Retailers that offer seamless transitions between digital and physical channels, such as online ordering with in-store pickup or subscription services, can capture more share."*
> ***Tom Duffy, Senior Advisor of Industry Relations, Food Industry Association***

[13] https://www.similarweb.com/corp/2025-state-of-ecommerce/
[14] https://globalpetindustry.com/news/how-retailers-can-capitalize-on-the-growing-demand-for-pet-food/

Q-commerce is attracting multiple brands, which have seen more than double-digit sales increases arising from it[15], and is affecting the market broadly. Q-commerce companies that received capital in 2025 will further expand this year, which is likely to lead to more competition. Products that offer higher margins, such as accessories and other non-food items, also tend to grow[16] on these platforms. This is accelerated by the desire for immediate access to products, and the subscription and loyalty programs offered by these platforms, which facilitate purchasing through them.

Catching the commuter

The drive for convenience is also giving rise to a new store concept: compact, urban facilities aimed at busy pet owners commuting or going about their daily life.

Last year marked something of a pilot phase. Arcaplanet is experimenting with an urban model under 200sq m in high-density areas, both in Milan's underground stations and at street level. And REWE, the second-largest German supermarket chain, decided to roll out its ZooRoyal store concept, bringing physical pet retail to urban locations across Germany starting this year.

At the end of 2025, the European pet retailer Fressnapf | Maxi Zoo opened two stores in Paris and Copenhagen as part of its growing omnichannel strategy. Earlier, Wojciech Kamiński, Managing Director at Maxi Zoo Polska, told GlobalPETS the company also wants to invest in an urban-style store, "with a smaller space and a different kind of assortment".

An analysis from leading retail platform RLC Global Forum[17] shows this compact format has also been embraced by department stores.

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[15] https://globalpetindustry.com/article/retail-transformation-in-india-powered-by-speediest-type-of-commerce/
[16] https://inc42.com/features/quick-commerce-2026-trends-outlook-most-competitive-phase/
[17] https://rlcglobalforum.com/retail-insights/small-format-department-stores-the-new-normal/

Trend 4: Building loyalty

One of the biggest challenges for any retailer or brand this year will be capturing the attention – and, crucially, the goodwill and repeat purchases – of consumers who are more price-sensitive and cautious about spending.

Pet products in general are a resilient category: research from global strategy consulting firm L.E.K. Consulting among 2,000 US adults in July 2025 shows that pet food and supplies are the last non-essential category to get cut first in face of price hikes (27%), after items such as groceries (37%), durable household goods (68%) and clothing, footwear and accessories (74%) [18].

However, owners have difficult trade-offs to make in a challenging economy. Building a loyal audience is key, and a strategy to attract it is to invest in niche communities through a broad appeal, while remaining true to core values – as audiences value identification and authenticity when choosing where to invest their resources, according to Euromonitor[19]. Here, ethical positioning, such as sustainability, is also a differential.

One program with multiple tiers is how Brazilian retailer Petz plans to accommodate different family sizes, lifestyles and purchasing power, while the UK giant Pets at Home wants to deepen flexibility through the absence of minimum-term commitments.

> *"While our physical stores remain the cornerstone of our retail offering, this enhanced proposition enables customers to engage with us in a truly omnichannel way – deepening customer relationships and driving increased footfall into our Pet Care Centres."*
> ***Sean Dorgan, Director of eCommerce & Digital, Pets at Home***

It will be important to create community-based sentiment through experiences and discounts/offerings that really resonate with clients and make them feel valued[20]. The emotional bonds between owners and their pets are always increasing, and brands who know how to tap into that feeling will benefit[21].

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[18] https://www.lek.com/insights/sc/tariffs-checkout-how-us-consumers-are-reacting-price-pressure
[19] https://go.euromonitor.com/rs/805-KOK-719/images/Euromonitor-GCT-2026ConsumerTrends.pdf?
[20] https://www.linkedin.com/pulse/five-loyalty-personalisation-trends-shape-2026-dunnhumby-uxdie/
[21] https://emarsys.com/learn/blog/what-this-years-customer-loyalty-index-means-for-your-2026-strategy/

The online arena is another space where brands and retailers can look to attract and retain more customers. Reports show that both US and British brands are missing out on organic search opportunities in Google and AI platforms, and consequently losing potential sales[22].

> *"While household names enjoy strong brand recognition, they're failing to capture the fast-growing discovery phase of consumer search when pet owners look for solutions."*
> ***Matt Cayless, Founder, Bubblegum Search***

A recent report from London-based pet marketing agency Bubblegum Search analyzing the performance of US pet food producers and sellers shows that fresh food brands Freshpet, JustFoodForDogs, Spot & Tango and Ollie are gaining online visibility "through strong branded demand and expanding educational content rundowns".

To be better equipped for its market share, Bubblegum advises pet companies to invest in balanced traffic sources, thousands of ranking keywords, consistent link growth and educational content that answers pet owners' health questions. In other words, building authority while serving consumers at every stage.

Loyalty has become a business on its own. PetBux, an AI-powered cashback app for pet owners, was conceived to offer a cross-brand loyalty program opportunity for consumers, aiming to provide both flexibility and usage-based rewards. It's a model that shifts the focus away from in-house programs, but promises to offer real-time purchase insights and direct communication with clients.

Consolidating private labels

Private labels will continue to play an essential role in capturing the consumer, especially in pet food, the strongest category in terms of sales volume. This business is already buoyant in Europe, and likely to further expand in the Czech Republic, Switzerland Greece, and Sweden[23].

Another market to watch in 2026 is the US, which is expected to grow with the arrival of discount retailers such as Lidl and Aldi, in addition to having a gap to close in terms of private label offerings. Last year already registered some movements, with retail giant

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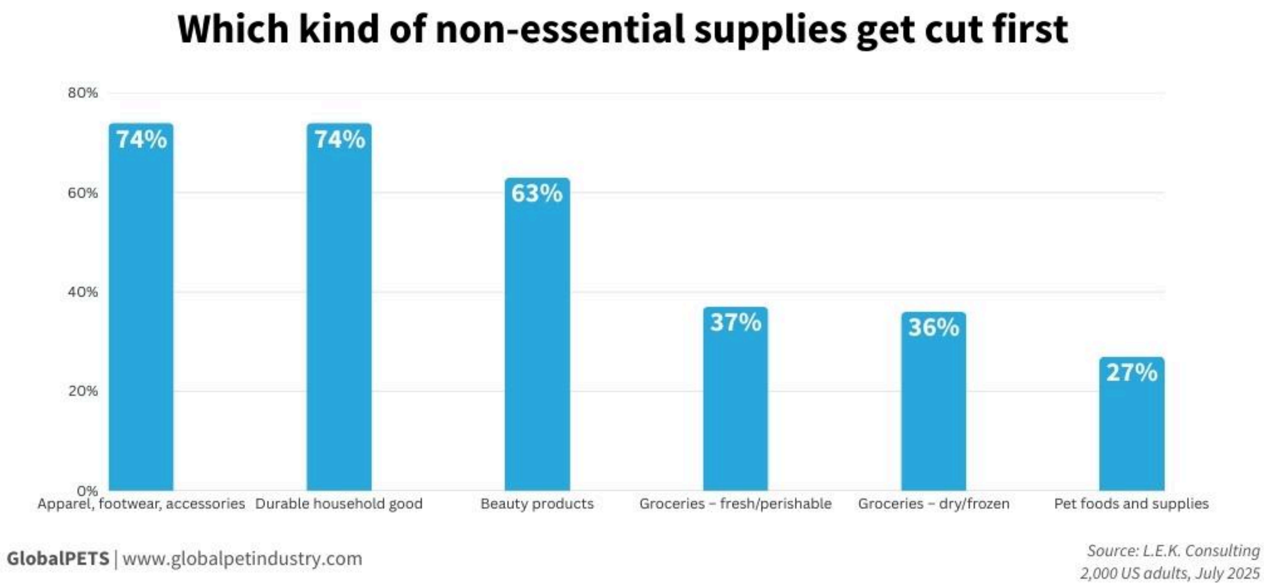
[22] https://globalpetindustry.com/news/uk-pet-brands-missing-out-on-organic-search-opportunities-report-finds/
[23] https://globalpetindustry.com/article/bright-future-predicted-for-private-labels/

Target relaunching its pet accessories brand Boots & Barkley with more than 150 products and Central Garden & Pet launching exclusive products with Walmart.



Trend 5: The effects of macroeconomics and geopolitics

Uncertainty in geopolitics and a milder global economic outlook are likely to set the tone for 2026. Economists from the global banking cooperative Rabobank predict that global economic growth will be moderate[24], general inflation will ease and declining interest rates in powerhouses such as the US and Europe could be beneficial for growth[25]. On the other hand, the labor market needs to react and consumers must feel sufficiently confident to increase purchasing.

Although the conflict between Israel and Palestine has been put on hold after a ceasefire, a new flashpoint emerged at the beginning of the year with the capture of Venezuelan President Nícolás Maduro by US forces. Peace negotiations between Russia and Ukraine seem to be stalled. In other words, the world remains clouded by uncertainty.

Linked to the US economy's performance and the trajectory of interest rates, the dollar – which lost value against other currencies in 2025 – is expected to continue a weakening trajectory at least until the second half of the year, according to estimates by the investment bank and financial services provider Morgan Stanley[26].

An analysis by the investment research company Morningstar[27] states that while a slight reallocation to assets outside the US could diversify portfolios and protect against devaluation, the dollar is still the dominant currency in foreign trade and its weakness is highly unlikely to pose a threat to its hegemony.

> *"For investors, this shift should be seen as an opportunity: a reminder that global diversification may play a more important role in portfolio returns going forward than it has in the recent past, as currency and regional exposures once again become meaningful sources of value."*
> ***Hong Cheng, Head of Fixed Income & Currency Research, Morningstar***

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[24] https://www.rabobank.com/knowledge/q011509552-global-outlook-2026-new-rules-different-economy
[25] https://globalpetindustry.com/news/inflation-snapshot-pet-supplies-and-services-rose-in-europe-and-the-us-in-november/
[26] https://www.morganstanley.com/insights/articles/us-dollar-decline-continues-through-2026
[27] https://www.morningstar.com/economy/what-weaker-us-dollar-means-investors-2026-beyond

Pet market resilience

At the end of last year, consulting and advisory firm Deloitte noted that consumers were entering the holiday season feeling uncertain and planning to cut 10% on overall holiday spending and 4% Black Friday and Cyber Monday (BFCM)[28] spending. Despite that, the pet category was holding fairly steady, according to one of its analysts, as 27% planned to purchase pet products during BFCM, versus 29% in 2024.

While the movement around commemorative dates is usually a good indicator of activity, Euromonitor fears this somewhat stable foundation could rock a bit if the economy doesn't change.

> *"Economic uncertainties are a growing headwind for the pet care industry. Despite the industry's relative resilience exhibited in the past, consumer patience is wearing thin as continuing pricing pressures are stretching consumer wallets."*
> ***Sahiba Puri, Global Insight Manager, Pet Care, Euromonitor International***

But absolute numbers don't tell the whole story. Analysts have seen a deepening of the K-shaped economy (post-crisis or recession economic recovery where various sectors, industries and groups recover at different rates) – most strongly in the US, where higher-income families continue to spend heavily and increase their wealth, while lower-income families still face economic hardship[29].

Legislative developments

In addition to macroeconomics, pet players need to keep an eye on regulatory and legislative changes. The EU's Packaging and Packaging Waste Regulation (PPWR) will likely be applicable from mid-2026[30]. The PPWR overhauls the rules that govern packaging across the EU, including a ban on many single-use plastics and stretches to targets on recyclability and reusability.

Pet food manufacturers commercializing in the EU need to adapt. We have seen major manufacturers launching recyclable pouches and canisters in 2025, such as Mars[31] and Nestlé Purina, and other initiatives are expected to emerge in the first half of 2026.

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[28] https://globalpetindustry.com/news/data-insight-pet-gifting-defies-the-holiday-spending-slowdown/
[29] https://think.ing.com/articles/us-growth-with-a-capital-k/#a2
[30] https://globalpetindustry.com/article/obligation-into-opportunity-how-the-global-pet-sector-is-preparing-for-ppwr/
[31] https://globalpetindustry.com/news/sustainability-in-pet-players-i-mars-partner-in-pet-food-and-petcurean/

Beyond legislation, this trend is driven by increased environmental demands in the pet market, with owners becoming more alive to this issue.

Tax reorganization

Retailers are set to face a tax reorganization in Europe, as EU finance ministers agree to remove the €150 ($175.42) customs duty relief threshold for goods entering the bloc, meaning that all international purchases, regardless of price, will be subject to tax[32].

The rule is expected to be applied from 2028, but some changes could be implemented in 2026, as the Commission and the Council of the European Union work on a temporary solution. In addition, there is a €2 ($2.33) handling fee proposed by the Council to be collected by customs authorities on small consignments entering the EU from November 2026.

The move could lead to an increase in conversions for European commerce, but also impact the bill of commerce shopping from outside the bloc. "The Commission, together with the Council, committed also to work on a temporary solution to collect the customs duties on e-commerce packages as early as possible in 2026," says the European Commission's Directorate-General for Taxation and Customs Union.

> *"The EU's broader Customs Data Hub reforms will eventually create a more level playing field by reducing undervaluation and fraud that previously hurt compliant EU businesses."*
> ***Rathna Sharad, CEO and Co-Founder of cross-border logistics company FlavorCloud***

Countries including the US and Brazil adopted similar measures in 2025 and 2024 respectively.

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32 https://globalpetindustry.com/news/analysis-europe-moves-to-close-tax-loopholes-for-low-value-imports-targeting-shein-and-temu/

Trend 6: Inflation, tariffs and supply chain impacts

Product inflation, which has fluctuated from month to month in some economies, looks set to be a continuing factor for pet owners and the businesses that serve them. While price inflation for products and food has fallen – or at least gone up more slowly – services and veterinary care are still driving up the bills[33].

> *"We've seen inflation really come down on all things like food and supplies, and prices have started to stabilize in that area. But the place where prices have not stabilized yet is in vet. It is still seeing significant price increases."*
> ***Andrea Binder, VP and Pet Industry Insights Leader, Nielsen IQ***

Over a 10-year period, pet product prices have followed an upward trajectory, rising from approximately 30% in the US and Europe to 50% in the United Kingdom and Brazil. This year, overall, core inflation (excluding food and energy) in developed markets "is expected to fall to levels that are broadly consistent with policy targets in 2026", Goldman Sachs Research's forecasts[34]. According to the investment bank, excluding tariffs, prices in the US may increase 2.3%. In the Eurozone, the European Central Bank expects an average of 2.2% inflation this year[35].

Tariffs and supply chain disruptions are however piling pressure on prices. The American Pet Products Association (APPA) reports that the category saw an increase of approximately 29% in tariffs over the past year[36]. Even if some rates are revised, the association expects that a 10-20% fee increase is likely to be the "new normal" this year.

> *"Members are scrambling to try to find sources from other countries to minimize impacts."*
> ***Patrick O'Brien, Chief Marketing Officer, APPA***

[33] https://globalpetindustry.com/news/inflation-snapshot-pet-supplies-and-services-rose-in-europe-and-the-us-in-november/
[34] https://www.goldmansachs.com/insights/articles/the-global-economy-forecast-to-post-sturdy-growth-in-2026
[35] https://global.morningstar.com/en-nd/economy/eurozone-inflation-what-expect-decembers-cpi-data
[36] https://globalpetindustry.com/news/us-pet-industry-faced-a-29-tariff-increase-in-2025/

Supply chain strategizing

Not only are US players reorganizing, but other markets are seeking partnerships to avoid tariff increases[37]. A survey[38] conducted by the supply chain logistics company Prologis among 1,816 global executives showed that 58% forecast more regionalized supply chains by 2030, and that 77% have already implemented regional self-sufficient networks. According to the company, this marks a "geographic realignment" of production.

In pet food, trade might be boosted by international agri-food agreements between countries such as Canada, Mexico, Brazil, Argentina, Japan, India and the EU nations, which are advancing partnerships and certification reforms to strengthen global production and exports.

Audit, tax and advisory services provider KPMG expects the pressure of tariffs and other protectionist measures to increase landed costs and signal major changes in sourcing, shipping routes and price strategies[39]. But the firm also estimates an optimization of the chain, with AI and technology driving efficiency and supporting planning and risk management.

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[37] https://globalpetindustry.com/news/american-e-commerce-players-adjust-supply-chain-and-increase-prices-to-counter-tariff-impacts/

[38] https://prologis.getbynder.com/m/3c536c3fa86fd662/original/Prologis-Supply-Chain-Outlook-Report-2026.pdf

[39] https://kpmg.com/xx/en/our-insights/operations/supply-chain-trends-2026.html

Trend 7: Gut health and functional nutrition

Interest in pet wellness and longevity for pets is pushing owners to increase the demand for supplements and proactive health, according to Nielsen IQ[40]. This led to a projected 14% year on year growth of the category in 2025 in the US – a rate higher than the overall pet industry.

Products targeting digestive and joint care are the main contributors to supplements revenue, the Nielsen report says, while soft treats, chewable and tablets are the most popular formats. And although dogs are the main recipients of supplements, functional ingredients are gaining force in treats for horses, reptiles and fish too[41].

Euromonitor International also included the category among its highlights at the end of 2025, noting that pet dietary supplements recorded the strongest growth in the past five years[42]. "Focusing on specialized needs, personalized care and science-forward formulations has the potential to elevate brand perception and create distinctiveness," it states.

According to data from Innova Markets Insights, 60% of innovations in dry food across 91 countries worldwide are positioned to support gut health[43], with the number of pet food launches with digestive health claims having increased steadily over the past five years.

Multinationals take note

Eyeing this booming sector, pet companies are launching or reinforcing supplements and prebiotics in their portfolios. Nestlé Purina identifies pet therapeutics as a fast-growing area, classifying them as "specialty diets, often prescribed by a vet to help with pet nutrition and health", according to Anna Manz, Nestlé's Executive Vice President and CFO.

Other recent investments involve Zesty Paws, a Florida-based digestive and gut health supplements manufacturer, which has partnered with Native Microbials, specialists in microbiome science, to upscale its microbial solutions; and a partnership between Probi, a producer of probiotics for humans based in Sweden, and BLIS Technologies, a New

[40] https://nielseniq.com/global/en/insights/webinar/2025/in-the-rearview-mirror-a-purr-spective-on-2024-in-the-pet-industry/
[41] https://nielseniq.com/global/en/insights/report/2025/trendspotting-with-andrea-binder-whats-next-in-pet-care/
[42] https://www.euromonitor.com/newsroom/press-releases/november-2025/pet-care-market-experiences-shift-as-feline-favouritism-drives-growth
[43] https://globalpetindustry.com/article/gut-health-gains-ground-as-a-priority-for-pet-food-buyers/

Zealand manufacturer of probiotic strains, which has launched probiotic solutions for dogs and cats.

> *"We chose to focus on digestive and oral health because they are critical to a pet's overall wellbeing, and they represent the fastest-growing areas of consumer demand within the global category."*
> ***Fred Narbel, VP Global Sales & Marketing, Probi, and Renata Leite-Curie, Global Pet Health Business Line Leader, Symrise***