

Postbiotic Pet Food Market to Reach USD 1.43 Billion by 2035 Amid Rising Focus on Pet Wellness and Gut Health

The Postbiotic Pet Food market is gaining traction as pet owners seek advanced nutritional solutions that support gut health and immunity.

NEWARK, DE, UNITED STATES, June 5, 2025 /EINPresswire.com/ -- The global [postbiotic pet food market](#) is on a promising growth trajectory, projected to expand from USD 895.1 million in 2025 to approximately USD 1,430.4 million by 2035, at a compound annual growth rate (CAGR) of 4.8% over the forecast period. This steady growth reflects a broader transformation in how pet owners are approaching pet health—mirroring trends seen in human wellness, especially gut health and immunity.



“

Healthy pets, happy homes — the Postbiotic Pet Food market is redefining nutrition with science-backed gut health solutions for tails that wag and purrs that thrive!”

Nandini Roy Chaudhari

Fueling this surge is the increasing recognition of postbiotics as a safe and effective solution for enhancing pet digestive health, immune function, and metabolic balance. Unlike probiotics, which are live microorganisms, postbiotics are non-living bioactive compounds that can be seamlessly integrated into pet food formulations—offering high stability, bioavailability, and no risk of microbial overgrowth or imbalance. These qualities make them especially attractive to manufacturers and consumers alike, particularly for pets with sensitive digestive systems or immune challenges.

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Report: <https://www.futuremarketinsights.com/reports/sample/rep-gb-15927>

Market Trends Highlighted:

Rising Pet Humanization: More owners now treat pets as family members, leading to increased spending on health-oriented pet food solutions—especially those targeting gut and immune health.

Scientific Backing and R&D Investments: Postbiotics are being recognized for their clinically validated health benefits. Major players such as Cargill, ADM, and DSM-Firmenich are investing in ongoing research to enhance postbiotic applications and efficacy.

Demand for Functional Pet Nutrition: There is a growing preference for functional ingredients that offer measurable health benefits. Postbiotics, known for their role in modulating immune responses and enhancing gut barrier function, are leading this trend.

Clean-Label & Safety Appeal: As consumers grow wary of live microorganisms in pet products, postbiotics present a safer, shelf-stable, and more transparent alternative, aligning with clean-label trends in the pet food space.

Key Takeaways of the Report:

- The postbiotic pet food market is expected to grow at a CAGR of 4.8% between 2025 and 2035.
- By 2035, the market is projected to reach a valuation of USD 1,430.4 million, up from USD 895.1 million in 2025.
- Postbiotics offer superior heat stability and enhanced gut bioavailability, making them highly attractive for commercial pet food manufacturers.
- Increasing veterinary recommendations for digestive support products are also contributing to the sector's expansion.
- Innovations in heat-killed and non-living microbe formulations allow easier integration into kibble, treats, and supplements.

Increased Market Demand: Get In-Depth Analysis and Insights with Our Complete Report: <https://www.futuremarketinsights.com/reports/postbiotic-pet-food-market>

Regional Market Outlook:

The demand for postbiotic pet food is growing globally, but certain markets are standing out due to high adoption rates and consumer awareness.

- **United States:** Expected to grow at a CAGR of 3.8%, driven by a large pet ownership base and widespread acceptance of functional pet foods.
- **Poland:** Set to witness the fastest growth with a CAGR of 5.1%, reflecting increasing disposable incomes and Westernized pet care practices.
- **Germany:** A mature market projected to grow at 2.7%, buoyed by a strong emphasis on high-quality, scientifically backed pet products.

Overall, North America and Western Europe remain dominant regions, while Central and Eastern Europe are emerging as high-potential markets due to rapid urbanization and pet ownership trends.

Competitive Outlook:

The global postbiotic pet food market is moderately consolidated, with a mix of multinational conglomerates and emerging specialty players. Leading firms are focusing on formulation science, strategic partnerships, and product portfolio diversification to stay competitive.

Leading Manufacturers

- Cargill
- ADM (Archer Daniels Midland Company)
- Diamond V
- DSM-Firmenich
- Fera Pet Organics
- Pet Releaf
- FURMENT
- Pet Culture
- Azestfor
- Organic Pets
- Activ Dog Health
- Feelwells

Unlock Key Insights into Pet Care/ Pet Food/ Pet Nutrition Industry Analysis:

<https://www.futuremarketinsights.com/industry-analysis/pet-care-pet-food-pet-nutrition>

Top Investment Segments in the Postbiotic Pet Food Market

By Pet Type:

Dogs, Cats, Other Pets

By Form:

Dry Food, Wet Food, Treats & Supplements

By Distribution Channel:

Pet Specialty Stores, Online Retail, Veterinary Clinics, Supermarkets/Hypermarkets

By Region:

Industry analysis has been carried out in key countries of North America, Latin America, Europe, Middle East and Africa, East Asia, South Asia, and Oceania

Explore FMI's related ongoing Coverage in Food and Beverage Domain:

UK Postbiotic Pet Food Market: <https://www.futuremarketinsights.com/reports/united-kingdom-postbiotic-pet-food-market>

USA Postbiotic Pet Food Market <https://www.futuremarketinsights.com/reports/united-states-postbiotic-pet-food-market>

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