

# Pet Postbiotic Supplements Market to Hit \$473.33M by 2032, Driven by Premium Wellness & Gut Health Trends

*Pet postbiotic supplements market surges as demand grows for gut health, immunity, and premium wellness solutions for dogs, cats, and companion animals.*

AUSTIN, TX, UNITED STATES, June 11, 2025 /EINPresswire.com/ -- The [Pet Postbiotic Supplements Market](https://datamintelligence.com/pet-postbiotic-supplements-market) reached US\$229.01 million in 2024 and is expected to reach US\$473.33 million by 2032, growing at a robust CAGR of 9.50% from 2025 to 2032. This growth is driven by increasing awareness among pet owners about gut health, immunity, and the holistic well-being of their animals. Postbiotics bioactive compounds resulting from the fermentation of prebiotics and probiotics are emerging as a science-backed, stable alternative in pet nutrition.

“

From \$229M in 2024 to over \$473M by 2032, pet postbiotics supplements are no longer a trend; they're the future of preventive, functional pet nutrition.”

*DataM Intelligence*

As pet humanization continues to rise, pet parents are treating their furry companions more like family, investing in premium nutritional products that promote long-term health. Postbiotics stand out due to their heat stability, shelf life, and health benefits, particularly in improving gut flora, boosting immune response, and reducing inflammation.

To Download Sample Report:

[https://datamintelligence.com/download-sample/pet-](https://datamintelligence.com/download-sample/pet-postbiotic-supplements-market)

[postbiotic-supplements-market](https://datamintelligence.com/download-sample/pet-postbiotic-supplements-market)

Market Trends & Drivers



## Humanization of Pets

More pet owners now treat their animals as children, leading to a demand for premium, functional nutrition. Postbiotic supplements are seen as a proactive step in disease prevention, enhancing gut health, and improving coat condition, behavior, and immunity.

## Advancements in Science and Formulations

With growing research on the microbiome and the gut-brain axis in animals, postbiotics have gained traction as clinically validated solutions. Manufacturers are now investing in shelf-stable, easy-to-administer powders and chews that cater to dogs and cats with specific sensitivities or health conditions.

## E-commerce and Direct-to-Consumer Models

Digital platforms are playing a transformative role in market growth. Brands now leverage online marketplaces and social media to reach tech-savvy, health-conscious pet owners. Subscription models and tailored nutrition plans are becoming common, especially in North America and Europe.

## Sustainability and Clean Labeling

Modern consumers demand transparency. Clean labels, minimal processing, and the absence of artificial ingredients are crucial in purchasing decisions. Brands are responding with eco-friendly packaging, cruelty-free certifications, and clinically supported ingredient sourcing.

## Regional Insights

### North America

North America remains the largest regional market, led by the U.S., where pet ownership is booming and consumer spending on pet wellness is at an all-time high. The region has a mature pet food industry, supportive veterinary infrastructure, and increasing demand for science-based products. Consumers are highly receptive to innovations in functional pet foods, especially when they offer traceability and clinical backing.

### Europe

Europe follows closely, with countries like Germany, France, and the UK adopting postbiotic pet supplements as part of preventive veterinary care. Clean-label demand and transparency are strong driving factors here, alongside rising awareness of digestive and immune health for pets. The European market is also shaped by stricter regulatory environments, which have encouraged manufacturers to adopt higher safety and efficacy standards.

### Asia-Pacific

Asia-Pacific is witnessing the fastest growth, particularly in emerging markets like India, China, and Southeast Asia. Japan remains a technological innovator in postbiotic development, supported by a strong cultural affinity for fermentation-based health solutions. As disposable

incomes rise in the region and pet ownership becomes more urbanized, the demand for advanced nutritional supplements is growing rapidly.

## Competitive Landscape

Fera Pets

BioDose

Pet Releaf

PetCultures

Azestfor

Activ Dog Health

Feelwells

Sirius Pet Biologics Pte Ltd.

NutriPaw

ADM Protexin Limited

## Market Segmentation:

By Form: Capsules/Tablets, Liquid, Powder, Others.

By Pet Type: Dogs, Cats, Others.

By Nature: Organic, Conventional.

By Functionality: Digestive Health, Immune System Support, Skin & Coat Health, Oral Health, Others.

By Ingredients: Postbiotic-only Formulations, Synbiotic Formulations, Functional Blends.

By Region: North America, Latin America, Europe, Asia Pacific, Middle East, and Africa.

## Latest News — USA

In the United States, 2024 saw a significant push towards science-driven pet health solutions.

Several companies launched new postbiotic lines specifically for anxiety reduction in dogs, utilizing the gut-brain connection. A popular trend this year has been multi-functional supplements postbiotics combined with omega-3s, antioxidants, and collagen to support overall wellness.

Veterinary chains across the country have also started offering curated wellness packages that include postbiotic supplements as part of recovery diets for pets undergoing surgery or antibiotic treatments. These developments reflect an increasing shift toward integrated pet healthcare.

Another noteworthy update is the entry of direct-to-consumer pet nutrition brands into major U.S. pharmacy chains. This expansion is making high-quality postbiotics more accessible to the average pet owner.

## Latest News — Japan

Japan remains at the cutting edge of postbiotic innovation. In early 2025, a Japanese pet health company announced the launch of a dual-action postbiotic and probiotic blend for elderly cats, designed to aid digestion and cognitive clarity. This aligns with the growing trend of health span-focused pet care in Japan's aging pet population.

Furthermore, collaborative efforts between veterinary schools and nutraceutical firms are underway to explore postbiotics for chronic inflammatory disorders in dogs particularly breeds predisposed to gut issues.

Japan is also seeing a rise in boutique pet clinics offering customized dietary supplements, including fermented rice-based postbiotics and lactobacillus-derived compounds, reflecting both tradition and innovation in pet nutrition.

## Future Outlook

The pet postbiotic supplements market is entering a golden age. With rising awareness, scientific validation, and premiumization, the space is primed for exponential growth. The next decade will likely see:

Increased M&A activity as larger players acquire specialized startups.

Expanded applications beyond gut health to include cognition, oral hygiene, and mobility.

Personalized pet nutrition plans using AI and microbiome testing.

Enhanced veterinarian involvement in product recommendation and co-development.

Despite challenges around regulatory standardization and the need for more species-specific

research, the future of pet postbiotics is bright, promising healthier, happier lives for companion animals around the globe.

Stay informed with the latest industry insights-start your subscription now:

<https://www.datamintelligence.com/reports-subscription>

Related Reports:

[Postbiotics Pet Food Market](#)

[Pet Food Additives Market](#)

Sai Kumar

DataM Intelligence 4market Research LLP

+1 877-441-4866

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/821049522>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.