

Postbiotics Pet Food Market is expected to reach US\$ 17.80 billion by 2032 | DataM Intelligence

The Global Postbiotics Pet Food Market is expected to reach at a CAGR of 4.8% during the forecast period 2025-2032.

AUSTIN, TX, UNITED STATES, January 9, 2026 /EINPresswire.com/ -- Market Overview:

The [Postbiotics Pet Food Market](#) is emerging as a high-growth segment within the broader pet nutrition and functional ingredients industry. Postbiotics non-living bioactive compounds produced during the

fermentation process are gaining traction as a stable, safe, and effective alternative to probiotics and prebiotics in pet food formulations. Unlike live bacteria, postbiotics offer consistent functionality, longer shelf life, and improved safety, making them increasingly attractive to pet food manufacturers focused on gut health, immunity, digestion, and overall wellness in companion animals.

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The Postbiotics Pet Food Market is rapidly growing as pet owners demand gut-health solutions, driving innovation, premiumization, and strong ROI in functional pet nutrition.”

DataM Intelligence

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According to DataM Intelligence, The Global Postbiotics Pet Food Market was valued at approximately USD 12.24 billion in 2024 and is projected to reach around USD 17.80 billion by 2032, registering a robust compound annual growth rate (CAGR) of about 4.8% during the forecast

period. Key growth drivers include rising pet humanization trends, increasing awareness of digestive and immune health in pets, and growing demand for clean-label and science-backed pet nutrition. The dog food segment currently dominates the market due to higher dog



ownership rates and greater spending on premium dog nutrition. Geographically, North America leads the market, driven by advanced pet care infrastructure, high adoption of functional pet food, and strong presence of major pet food brands investing in innovative ingredients.

Key Highlights from the Report:

The Market is witnessing strong adoption of postbiotics as a safer alternative to probiotics in pet food formulations

Dog food remains the leading segment due to higher consumption and premiumization trends

North America dominates the global market owing to advanced pet nutrition awareness

Liquid and powder postbiotics are increasingly preferred for ease of formulation

Growing focus on gut health and immunity is driving innovation in functional pet food

Strategic partnerships between ingredient suppliers and pet food manufacturers are accelerating market growth

Market Segmentation Analysis:

The Postbiotics Pet Food Market is segmented based on product type, pet type, form, and distribution channel, each playing a vital role in shaping market dynamics. By product type, postbiotic ingredients such as short-chain fatty acids, peptides, enzymes, and cell wall fragments are gaining popularity due to their proven health benefits. These compounds help improve gut microbiota balance, enhance nutrient absorption, and support immune modulation in pets.

Based on pet type, the market is categorized into dog food, cat food, and other pets. The dog food segment holds the largest share, primarily due to higher dog ownership and greater consumer willingness to invest in premium and functional diets. Cat food is expected to witness steady growth, supported by increasing awareness of digestive sensitivity and hairball control benefits associated with postbiotics.

In terms of form, postbiotics are available in dry, liquid, and powder forms. Powdered postbiotics are widely used due to their stability and ease of blending into dry kibble and treats. Meanwhile, liquid forms are gaining traction in wet food and supplement applications. Distribution channels include online retail, pet specialty stores, supermarkets, and veterinary clinics, with online channels growing rapidly due to convenience and product variety.

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Regional Insights:

North America remains the largest regional market for postbiotics in pet food, driven by strong pet humanization trends, high disposable income, and widespread adoption of functional ingredients. The United States, in particular, accounts for a significant share due to growing

demand for digestive health solutions and premium pet diets.

Europe represents another key market, supported by stringent regulations favoring safe and non-living functional ingredients. Countries such as Germany, the United Kingdom, and France are witnessing increased incorporation of postbiotics in premium and natural pet food products.

The Asia-Pacific region is expected to register the fastest growth during the forecast period. Rising urbanization, increasing pet ownership, and expanding middle-class income levels in countries like China, Japan, and South Korea are fueling demand for advanced pet nutrition. Latin America and the Middle East & Africa are emerging markets, supported by growing awareness and gradual premiumization of pet food offerings.

Market Dynamics:

Market Drivers

One of the primary drivers of the Postbiotics Pet Food Market is the growing emphasis on digestive health and immune support in pets. Pet owners are increasingly seeking functional ingredients that deliver consistent benefits without the risks associated with live microorganisms. Postbiotics offer improved stability, making them ideal for processed pet foods exposed to heat and long storage periods. Additionally, the rising trend of pet humanization has led consumers to demand the same level of nutritional sophistication for pets as for humans.

Market Restraints

Despite strong growth potential, the market faces certain challenges. Limited consumer awareness of postbiotics compared to probiotics and prebiotics can slow adoption in some regions. Additionally, the higher cost of advanced functional ingredients may restrict penetration in price-sensitive markets. Regulatory variations across regions can also pose challenges for manufacturers aiming for global expansion.

Market Opportunities

The market presents significant opportunities in the development of customized and condition-specific pet food formulations. Postbiotics are increasingly being explored for applications beyond gut health, including skin health, stress reduction, and metabolic support. Expansion into emerging markets and increased investment in research and development are expected to unlock new growth avenues. Collaboration between ingredient suppliers, veterinarians, and pet food brands will further accelerate innovation.

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Frequently Asked Questions (FAQs):

How big is the global Postbiotics Pet Food Market currently?

Who are the key players in the global Postbiotics Pet Food Market?

What is the projected growth rate of the Postbiotics Pet Food Market during the forecast period?

What is the market forecast for postbiotics-based pet food products by 2032?

Which region is estimated to dominate the Postbiotics Pet Food Market through the forecast period?

Company Insights:

Key players operating in the Postbiotics Pet Food Market include:

Cargill, Incorporated

Nestlé Purina

Lallemand Inc.

DeliGuard

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Recent Developments:

United States:

October 2025: Pet supplement firms launched postbiotic blends tailored for senior dogs and cats, focusing on sensitive digestion and immune support through prebiotic combinations.

September 2025: Major manufacturers like Cargill introduced veterinary-endorsed prescription diets with postbiotics as antibiotic alternatives for gastrointestinal issues in pets.

August 2025: Brands expanded heat-stable postbiotic integration into functional treats, enhancing shelf life and gut microbiome benefits for everyday pet foods.

Japan:

October 2025: Japanese companies rolled out postbiotic-enriched dry kibble formulas amid rising urban pet ownership and demand for premium nutrition.

September 2025: Pet food innovators debuted postbiotic snacks targeting digestive sensitivities in aging cats and dogs, aligning with Japan's functional food trends.

August 2025: Firms partnered with biotech developers to create breed-specific postbiotic supplements, emphasizing stability for extrusion-processed pet meals.

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Conclusion:

The Postbiotics Pet Food Market is positioned for sustained growth as pet owners and manufacturers increasingly prioritize safety, efficacy, and stability in functional pet nutrition. With strong backing from scientific research, rising demand for digestive and immune health solutions, and expanding premium pet food trends, postbiotics are set to become a cornerstone ingredient in next-generation pet diets. As innovation accelerates and awareness improves, the market is expected to witness broader adoption across regions, reinforcing its importance within the global pet food industry.

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