

As the U.S. Pet Supplement Market Reaches \$3.4 billion, New Survey Finds Pet Wellness Is Becoming a Household Routine

As pet owners increasingly prioritize their own preventive wellness, new data from Lillie&Lee suggests the same mindset is shaping for their pets

SALEM, OR, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- Pet wellness is becoming less of a niche category and more of a household routine. New survey findings from Lillie&Lee's [Pet Wellness Consumer Trends Report 2026](#) show that pet owners are increasingly applying the same preventive wellness mindset to their pets that they use for themselves.



Pet Wellness Consumer Trends Report 2026 - Lillie&Lee

The shift comes as [the U.S. pet supplement market reaches \\$3.4 billion](#), growing 7.4% over the past year.

Lillie&Lee's Pet Wellness Consumer Trends Report 2026 survey found:

- 71.6% of respondents take supplements themselves.
- 65.2% give supplements to their pets.
- Pet owners trust veterinarians more than social media when choosing supplements
- Shared wellness is becoming a household mindset

"Pet parents are increasingly thinking about their pets' health the way they think about their own," said Lee Asher, founder of Lillie&Lee. "This isn't simply about supplements. It's about a more proactive approach to everyday wellbeing."

The findings point to a broader shift in how people think about pet care as wellness is becoming a household mindset rather than a human-only practice.

For decades, pet care has largely centered on responding to problems when they arise. The growing focus on preventive wellness suggests a different approach, one that puts daily habits, nutrition and proactive care further upstream.

“The way people think about wellness for their pet is changing,” said D.J. Gugenheim, partner and president of Lillie&Lee. “For many pet owners, caring for a pet's health has become similar to how health-conscious families think about their own health and longevity approach by using supplements to help delay issues that are part of aging. We want the healthiest and longest lives together as we can possibly get. Our survey gives us an interesting look at how closely those behaviors for pets as well as ourselves are beginning to align.”

The same pattern extends to preventive care. When owners think about routine health visits for themselves, they are also thinking about veterinary care for their pets.

As consumers become more proactive about their own health, the same expectations may influence how they approach nutrition, preventive care and everyday wellbeing for their pets. For pet brands, that means the conversation may be moving away from treating pets only when something goes wrong and toward helping owners build consistent wellness habits.

For the broader wellness industry, it points to an increasingly connected consumer mindset in which health decisions made for people can influence purchasing and care decisions for their pets. Lillie&Lee's survey provides a snapshot of that evolution, showing how the boundaries between human wellness and pet wellness are becoming less distinct.

Read the full Pet Wellness Consumer Trends Report 2026 [here](#).

About Lillie&Lee:

Lillie&Lee is a for-profit pet and human wellness company founded by internationally recognized animal-rescue advocate Lee Asher. The evolution of Asher House Wellness, the brand is named for Lee and Lillie - his first St. Bernard, whose rescue story sparked the company's mission. With more than 900,000 followers across platforms, Lillie&Lee develops American-made, hemp-derived CBD and functional supplements for pets and the people who love them. Its CBD line is independently third-party tested with publicly available Certificates of Analysis. Learn more at lillieandlee.com.

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