

Pet Obesity Management Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The Pet Obesity Management Market is projected to register a CAGR of 6.80% during the forecast period (2022-2027).

While the Covid-19 pandemic has greatly influenced human lifestyle, it has also impacted the pets' food habits, activity levels, and weight, all of which may impact their quality of life. According to a survey conducted by Hill's Pet Nutrition in collaboration with Kelton Global in June 2021, while overweight pets and pet obesity have been rising for years, Covid-19 has exacerbated the problem. More than 71% of veterinarians stated the epidemic has affected how pets eat. The veterinary industry faced complicated problems in 2020, according to the American Pet Products Association (APPA) in October 2020, which estimates that more than 11 million households welcomed a new pet. Obesity in dogs is also rising, and the coronavirus epidemic's obstacles may have exacerbated the problem. According to Windermere Veterinary Services report in June 2021, overweight pets climbed by 108 % till 2020. COVID-19 has aggravated the obesity problem by causing behavioral changes due to the situation. This trend may increase pet obesity management options to curb pet obesity in the upcoming year, thereby positively influencing the market growth.

Excess weight has been linked to various clinical and subclinical disorders that might risk a pet's health. Successful weight-loss regimens entail an awareness of human-animal interactions and traditional nutritional control. Practitioners can use the processes and dynamics of human-animal relationships to design successful treatment strategies for their clients. Obesity is considered a lifelong nutritional problem that requires ongoing care. It is, however, one of the few illnesses in veterinary care that is fully avoidable and treatable when physicians go beyond traditional treatment to include an awareness of the human-animal connection.

According to the article titled ' Pet Obesity is an Epidemic' published in June 2020 more than half of all adults dogs seen at 1,000

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Banfield's Hospital were considered overweight or obese. As a result of the rising prevalence of pet obesity, pet obesity management strategies are becoming more widely adopted. According to research conducted by the Royal Canin Weight Management Clinic at the University of Liverpool in September 2020, over 80% of people follow their allocated regimen in the first month. However, devotion begins to wane after two to three months, and only about half of the pets attain their goal weight. According to the article titled ' Pet Diabetes Care' published in October 2020, diabetes affects one out of every 300 dogs and one out of every 230 cats at some point in their lives, and the numbers are rising. Obesity raises the risk of developing chronic diseases. Therefore, pet management strategies have been more popular in recent years.

According to the North American Pet Health Insurance Association (NAPHIA), gross written premiums for pet health insurance in the United States reached USD 1.99 billion in 2020, up 27.5% from USD 1.56 billion in 2019. From 2016 to 2020, the market grew at an annual rate of around 24.2%. By 2020, the total number of pets insured had risen to 3.1 million. According to the American Pet Products Association's 2021-2022 National Pet Owners Survey, 70% of American homes, or about 90.5 million families, own a pet (APPA). The increased ownership of pets and per capita earnings among individuals, particularly in developing nations, is likely to fuel this market's expansion.

Furthermore, many pet owners are aware of and worried about maintaining their pets' weight, particularly in the early stages, as excess weight can lead to various health problems. And, if left unchecked, it can lead to astronomically high medical expenditures. Due to these worries, owners are adopting efficient weight control regimens for their pets. Increased occurrences of obesity-related disorders in pets are predicted to increase demand for pet obesity management, boosting the market growth.

Pet Obesity Management Market Trends

The Dogs animal type Segment is Expected to Hold a Major Market Share in the Pet Obesity Management Market

Dogs segment accounted for the largest market share in 2021 due to increased animal healthcare spending, specifically in the developed regions. According to the American Pet Products Association (APPA), by 2020, 56% of American families would possess pets, with 44% owning dogs, 25% owning cats, and 12% owning other pets. Many families in the United States have decided to add a dog or two to their family. According to Interzoo Exhibition Centre data updated in April 2021, in total, Germans lived with 34.9 million dogs. As a result, dogs have become increasingly popular in American homes, with 63.4 million households owning a dog in 2020. (American Pet Products Association, 2020). The high number of dogs as pets is expected to drive the growth of the studied segment during the forecast period

Obesity is a common medical problem in dogs, according to most veterinarians. Obese dogs are more likely to acquire diabetes, osteoarthritis, and urinary incontinence. Increased adiposity can also negatively impact pulmonary function, create metabolic disturbances such as insulin resistance, and negatively impact renal function and health. Additionally, dogs that are fed ad libitum are more likely to be overweight, resulting in a shorter lifespan. As a result, there is now a lot of evidence accessible to show the negative health impacts of companion dogs becoming overweight.

Key companies dealing in the segment studied are focusing on new product development and expansion of their distribution channels to capture a larger market share. Hill's Pet Nutrition announced in April 2022 that their Prescription Diet pet food line would be relaunched with new formulations, packaging redesigns, and more veterinary outreach.

Additionally, Layn Natural Components introduced its TruGro weight control solution in November 2021, made entirely of plant-based ingredients, and is designed to assist pets in maintaining a healthy weight. The market is likely to accelerate because of such product launches.

Thus the above-mentioned factors are expected to drive the growth of the segment during the forecast period.

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North America is Expected to Hold a Significant Share in the Market and Expected to do Same in the Forecast Period

North America is expected to hold a major market share in the global Pet obesity management market. Favorable insurance policies are also expected to expand the market's potential. Furthermore, increased worries among pet owners about the hazards associated with obesity are increasing demand for effective weight control programs, which is expected to promote market growth. Obesity has affected one-fourth of the canine population in the region, leading to a surge in the adoption of pet obesity control tactics and plans. Insurance companies are producing policies to address the increased demand for pet owners to appropriately manage their pets' weight. The American Veterinary Medical Association (AVMA) report in November 2021 reported that an average United States family adopts more pet dogs than other animals, indicating that pet ownership is rising in the United States. The pet expenditure sector in the United States is predicted to grow in the coming years. Thus, the region is expected to hold a significant share in the market.

According to the American Animal Hospital Association in January 2021, pet obesity was becoming an epidemic in America, with up to 59% of dogs and cats being overweight. Weight difficulties can lead to various health concerns, including high blood pressure, arthritis, diabetes, heart and lung disease, kidney malfunction, joint injury, and some types of cancer. Such disorders in pets can endanger their health and perhaps their lives. As a result, the region's market is likely to be driven by the incidence of obesity in pets.

According to VCA Animal Hospitals report in February 2021, obesity is the most frequent preventable condition in dogs in North America. Obesity affects 25-30% of the dog population, with 40-45 % of canines aged 5-11 years old weighing more than average. Banfield Pet Hospital's 2020 Veterinary Emerging Topics (VET) Report, released in collaboration with the North American Veterinary Community (NAVC), finds that more than half of all adult dogs examined at Banfield's more than 1,000 hospitals in 2019 were overweight or obese. The demand for weight management for dogs is increasing as the number of obese pets grows.

Hills Prescription Diet Metabolic, Royal Canin Satiety Support Weight Management, and Purina Overweight Management are professionally created nutritional solutions that help dogs lose weight healthily and safely. The market in the region is likely to be driven and accelerated by the rising usage of such products and rising demand for weight management in pets.

Thus the above mentioned factors are expected to drive the growth of the studied segment during the forecast period.

Pet Obesity Management Market Competitor Analysis

The Pet Obesity Management Market is fragmented and competitive and consists of several major players. In terms of market share, a few of the major players are currently dominating the market. Some companies currently dominating the market are Royal Canin, Hills Pet Nutrition, Inc., Pedigree, Pfizer animal health, KONG Company, Vivaldis, Park Vet Group, Auxthera LLC, and Weight Watchers.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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