

## **Asia Pacific Pet Therapeutic Diet Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

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### **Report description:**

The Asia Pacific Pet Therapeutic Diet Market was valued at USD 798.4 million in 2024 and is estimated to grow at a CAGR of 8.2% to reach USD 1.7 billion by 2034.

Urbanization in countries like China, India, and Southeast Asian nations is leading to a rise in pet ownership. As more people adopt pets in cities, there's a growing demand for specialized diets to manage lifestyle-related health conditions in pets.

#### **Rising Adoption of Dry Food**

The dry food segment held a notable share in 2024, driven by its convenience, longer shelf life, and cost-effectiveness. Consumers find dry therapeutic food easier to store and measure, making it a preferred choice for daily feeding routines.

Veterinary-recommended formulations for conditions like renal support, gastrointestinal health, and weight management are widely available in dry formats, allowing brands to reach a broader customer base. As urban pet ownership rises, demand for easily accessible, health-specific dry pet food products is expected to contribute significantly.

#### **Rising Prevalence of Dogs**

The dogs segment in the Asia Pacific pet therapeutic diet market generated a significant share in 2024, driven by their increasing popularity as companion animals across both urban and semi-urban regions. Dog owners are more likely to seek specialized nutrition plans for their pets, particularly chronic issues such as joint disorders, obesity, and skin allergies. With the growing influence of veterinary professionals and pet wellness trends, more dog owners are turning to prescription-based diets for preventive care.

#### **Weight Management to Gain Traction**

The weight management segment held sizeable growth in 2024 as obesity among pets becomes a widespread concern across the Asia Pacific region. Rising calorie intake and reduced physical activity, especially among indoor pets, have triggered health risks that necessitate dietary intervention. Therapeutic diets focused on weight control offer low-fat, high-fiber formulations to support metabolic health without compromising on taste or nutrition. Brands are capitalizing on this by introducing vet-formulated options specifically designed to reduce weight-related complications.

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## China to Emerge as a Lucrative Region

China pet therapeutic diet market held a significant share in 2024, driven by rapid urbanization, rising disposable incomes, and a shift toward pet humanization. The market is seeing a steady rise in demand for condition-specific diets prescribed by veterinary professionals. Local and international players alike are expanding their distribution networks and product portfolios to cater to this demand.

Major players in the Asia Pacific pet therapeutic diet market are JustFoodForDogs, Hill's Pet Nutrition (Colgate-Palmolive), VNG, Farmina Pet Foods, Husse, Blue Buffalo (General Mills), Stella and Chewy's, Eden Holistic Pet Foods, Mars, Incorporated, Ziwi Pets, Virbac, Drools Pet Food, Open Farm, Diamond Pet Foods (Schell & Kampeter, Inc.), EmerAid, Purina PetCare (Nestle SA).

To strengthen their presence in the Asia Pacific pet therapeutic diet market, companies are deploying a range of targeted strategies. Leading brands are investing heavily in R&D to develop science-backed, condition-specific formulations that align with regional dietary preferences and veterinary guidelines. Strategic partnerships with veterinary clinics and hospitals enable companies to directly reach pet owners through professional recommendations. Additionally, many are leveraging digital platforms and e-commerce to expand their customer base beyond metropolitan areas.

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## Table of Contents:

### Report Content

#### Chapter 1 Methodology and Scope

- 1.1 Market scope and definition
- 1.2 Research design
  - 1.2.1 Research approach
  - 1.2.2 Data collection methods
- 1.3 Data mining sources
  - 1.3.1 Global
  - 1.3.2 Regional/Country
- 1.4 Base estimates and calculations
  - 1.4.1 Base year calculation
  - 1.4.2 Key trends for market estimation
- 1.5 Primary research and validation
  - 1.5.1 Primary sources
- 1.6 Forecast model
- 1.7 Research assumptions and limitations

#### Chapter 2 Executive Summary

- 2.1 Industry 360degree synopsis
- 2.2 Key market trends
  - 2.2.1 Country
  - 2.2.2 Product type
  - 2.2.3 Animal type
  - 2.2.4 Health condition
  - 2.2.5 Distribution channel
- 2.3 CXO perspectives: Strategic imperatives
  - 2.3.1 Key decision points for industry executives

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- 2.3.2 Critical success factors for market players
- 2.4 Future outlook and strategic recommendations

## Chapter 3 Industry Insights

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
  - 3.2.1 Growth drivers
    - 3.2.1.1 Increasing pet population across the region
    - 3.2.1.2 Increasing prevalence of chronic and lifestyle-related disorders in pets
    - 3.2.1.3 Rising disposable income in the region
    - 3.2.1.4 Expansion of online distribution channels in the veterinary field
  - 3.2.2 Industry pitfalls and challenges
    - 3.2.2.1 High cost of therapeutic diets
  - 3.2.3 Market opportunities
    - 3.2.3.1 Integration of digital platforms and telehealth
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Technological and innovation landscape
- 3.6 Pet population, by country
- 3.7 Number of veterinarians, by country
- 3.8 Future market trends
- 3.9 Pricing analysis
- 3.10 Porter's analysis
- 3.11 PESTEL analysis

## Chapter 4 Competitive Landscape, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Company matrix analysis
- 4.4 Competitive analysis of major market players
- 4.5 Competitive positioning matrix
- 4.6 Key developments
  - 4.6.1 Mergers and acquisitions
  - 4.6.2 Partnership and collaboration
  - 4.6.3 New product launches

## Chapter 5 Market Estimates and Forecast, By Product Type, 2021 - 2034 (\$ Mn)

- 5.1 Key trends
- 5.2 Dry food
- 5.3 Wet/ canned food
- 5.4 Other product types

## Chapter 6 Market Estimates and Forecast, By Animal Type, 2021 - 2034 (\$ Mn)

- 6.1 Key trends
- 6.2 Cats
- 6.3 Dogs
- 6.4 Other animals

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## Chapter 7 Market Estimates and Forecast, By Health Condition, 2021 - 2034 (\$ Mn)

- 7.1 Key trends
- 7.2 Renal health
- 7.3 Gastrointestinal health
- 7.4 Skin and coat health
- 7.5 Cardiovascular health
- 7.6 Weight management
- 7.7 Joint care
- 7.8 Other health conditions

## Chapter 8 Market Estimates and Forecast, By Distribution Channel, 2021 - 2034 (\$ Mn)

- 8.1 Key trends
- 8.2 Veterinary hospitals and clinics
- 8.3 E-commerce
- 8.4 Retail pharmacies
- 8.5 Other distribution channels

## Chapter 9 Market Estimates and Forecast, By Country, 2021 - 2034 (\$ Mn)

- 9.1 Key trends
- 9.2 China
- 9.3 Japan
- 9.4 India
- 9.5 Australia
- 9.6 South Korea
- 9.7 Thailand
- 9.8 Indonesia
- 9.9 Vietnam

## Chapter 10 Company Profiles

- 10.1 Blue Buffalo (General Mills)
- 10.2 Diamond Pet Foods (Schell & Kampeter, Inc.)
- 10.3 Drools Pet Food
- 10.4 Eden Holistic Pet Foods
- 10.5 EmerAid
- 10.6 Farmina Pet Foods
- 10.7 Hill's Pet Nutrition (Colgate-Palmolive)
- 10.8 Husse
- 10.9 JustFoodForDogs
- 10.10 Mars, Incorporated
- 10.11 Open Farm
- 10.12 Purina PetCare (Nestle SA)
- 10.13 Stella and Chewy's
- 10.14 Virbac
- 10.15 VNG
- 10.16 Ziwi Pets

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