

Europe Pet Therapeutic Diet Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Report description:

The Europe Pet Therapeutic Diet Market was valued at USD 1 billion in 2024 and is estimated to grow at a CAGR of 7.7% to reach USD 2.1 billion by 2034.

A combination of overfeeding, lack of exercise, and highly processed pet foods has contributed to rising chronic diseases. As a result, pet owners are increasingly turning to therapeutic diets formulated with targeted nutrients and controlled ingredient profiles to manage these chronic conditions and improve their pets' quality of life.

Dry Food to Gain Traction

The dry food segment held sizeable growth in 2024 owing to the convenience, affordability, and longer shelf life compared to wet or fresh alternatives. Pet owners prefer dry formulations because they are easier to store and administer for pets requiring long-term dietary management. These products often incorporate targeted nutrients for conditions like joint support, renal care, or weight control while maintaining palatability. Manufacturers are investing in premium ingredients, improved texture, and functional kibble designs to enhance acceptance and nutritional delivery.

Rising Adoption of Dogs

The dogs segment held a significant share in 2024, driven by higher rates of veterinary visits and chronic conditions among dogs compared to other companion animals. European dog owners are increasingly prioritizing health and preventive care, leading to a surge in demand for specialized diets that address obesity, digestive sensitivities, joint issues, and allergies.

Rising Shift Towards Weight Management

The weight management segment will grow at a decent CAGR during 2025-2034, driven by widespread concern across Europe. With nearly half of household pets classified as overweight or obese, there is an urgent need for diets that offer controlled calorie intake while still satisfying hunger. Therapeutic weight management products are being formulated with high protein, low fat, and added fiber to promote satiety and gradual weight loss. Companies are differentiating their offerings through clinical backing, visible results, and compatibility with other health concerns like diabetes or arthritis.

Regional Insights

Germany to Emerge as a Lucrative Region

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Germany pet therapeutic diet market held a sizeable share in 2024, backed by high pet ownership rates, strong veterinary infrastructure, and growing interest in premium pet nutrition. German consumers are particularly health-conscious and responsive to science-based products, making the market favorable for brands that emphasize clinical efficacy, ingredient transparency, and sustainability.

Major players in the Europe pet therapeutic diet market are Farmina Pet Foods, EmerAid, JustFoodForDogs, VNG, Mars, Incorporated, Eden Holistic Pet Foods, Husse, Diamond Pet Foods (Schell & Kampeter, Inc.), Blue Buffalo (General Mills), Ziwi Pets, Hill's Pet Nutrition (Colgate Palmolive), Drools Pet Food, Stella and Chewy's, Purina PetCare (Nestle SA), Open Farm, and Virbac. To strengthen their foothold in the Europe pet therapeutic diet market, companies are focusing on multi-channel distribution, product innovation, and veterinary collaboration. Many brands are expanding their presence in e-commerce and pet specialty retail to improve accessibility and reach untapped customer segments. Innovation remains a priority, with ongoing investment in condition-specific formulations, functional ingredients, and tailored nutrition based on breed, size, and life stage. Strategic alliances with veterinary clinics and pet insurance providers help promote therapeutic diets as part of holistic care.

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