

Cutting Edge Pet Care Trends

Pet Supplements and Probiotics

66%

Propelled by the higher cost of vet services (**up 5.9%** from January 2024 to January 2025) and increasing awareness of animal wellness, pet parents are looking for natural, daily solutions for healthier pets.

New Pet Specialty Products

59%

From the growing popularity of pet wipes and toothpaste to vet telehealth, convenient pet care products are showing up in more homes. Look for more widespread adoption of GPS collars, smart pet doors, wellness apps, litter robots, and more in 2025.

Pet Product Subscriptions

43%

From pH-reading litter to custom dog food, there's a subscription box or direct-to-customer brand for that. The convenience of home delivery has made subscription boxes and pricing models explode (also likely contributing to the rising pet debt phenomenon).

Raw, Natural, and & Freeze-Dried Pet Food

26%

Part of the rewilding and pet fitness trends, many pet parents are looking for foods closer to animals' natural diets in an attempt to avoid growing pet allergies, obesity, and other serious health conditions.

Pet Insurance

23%

As vet bills rise, many pet parents have turned to pet insurance. Stay tuned for possible regulation changes in 2025, which would allow pet parents to pay vet and pet insurance bills out of their health savings (HSA) and flexible spending accounts (FSA).

None/Other

11%

These pet parents might be into emerging or growing pet wellness services like end-of-life doulas, pet massage, dog yoga, and pet aromatherapy, or maybe they're deciding not to fetch this year's trends.

