



O&3

# Animal & Pet Care

TRENDING NATURALLY  
2025



A woman with long brown hair tied back, wearing a black jacket, is smiling and hugging a light-colored dog. The background is a blurred green forest.

Global pet care spending was \$235.4B in 2022, projected to reach \$363.19B by 2030.

## Trends in Animal & Pet Care 2025

At O&3, we understand that thriving in the animal and pet care industry takes more than just passion; it requires a deep understanding of the market, the needs of pets and their owners, and a strong focus on innovation. With a rich history spanning over four decades, join us in shaping the future of animal and pet care.

In 2025, the pet care industry continues to see the shift to natural and sustainable products.

Pet owners worldwide spent an estimated \$235.4 billion on their pets in 2022 and the global market is projected to reach \$363.19 billion by 2030, growing at a CAGR of approximately 5.57% from 2023 to 2030 (Zion Market Research).

The humanisation of pet care, where pets are increasingly treated as cherished family members, is reshaping the landscape of pet products. Consumers are now seeking options that mirror their own personal care routines, driving demand for premium nutrition, grooming, and wellness solutions.

In this report, we take a closer look at how trends in human wellness, such as gut health, natural skincare, and sustainability, are influencing pet care innovations. We explore how natural ingredients such as oils and natural soap bases are being used to develop thoughtful, high-performing products that cater to the evolving expectations of today's pets and their owners.



# How Human Wellness Trends Shape Pet Care

Pet owners increasingly see their pets as family, with over half considering them equal to human members (Forbes).

This 'humanisation' of pet care reflects a deeper emotional connection between pet parents and their animals, and it's reshaping the industry. From personalised nutrition to mental well-being, the expectations of today's pet owners are evolving. They want products and services that align with their own health values, environmental beliefs, and lifestyle choices.

In this report, we explore some of the key areas where humanisation is having the biggest impact:

## Incorporating Natural Ingredients in Pet Care

Incorporating natural ingredients reflects the growing demand for eco-conscious pet care, driven by health-focussed millennials and Gen Zs who seek products aligned with their own wellness values and sustainability-minded lifestyles.

## Grooming

The rise of clean beauty extends to pets, with a surge in demand for grooming products made with organic, gentle, and plant-based ingredients. Pet owners now expect transparency and quality in every product.

## Nutrition and Holistic Health

Pet nutrition is evolving with a focus on natural, functional ingredients. From omega-rich oils to probiotics and superfoods, diets now support gut, joint, and skin health. Owners seek clean-label, sustainable formulations that mirror human wellness trends—raw, fresh-cooked, and supplement-enhanced. O&3 supports this with traceable, ethically sourced oils tailored for holistic pet wellbeing.

As we delve into each of these categories, we'll highlight the latest innovations, consumer expectations, and emerging trends that are shaping the future of pet care - one where pets are not just companions, but fully integrated members of the family and wellness lifestyle.

43% of pet product buyers check ingredient labels as thoroughly as they do for their own food and skincare.

Pet Business magazine





# How Younger Pet Owners are Driving the Shift to Natural & Sustainable Pet Products

Over 60% of millennial and Gen Z pet owners prioritise sustainability in their pet care purchases.

Packaged Facts, Pet Industry Trends 2024

As part of the broader wellness movement, demand for natural and eco-friendly pet products is continuing to experience significant growth. This shift is largely fueled by millennial and Gen Z pet owners, who are not only deeply invested in their own health and well-being but are also extending these values to the care of their pets.

These younger generations prioritise transparency, sustainability, and clean ingredients, driving an increasing preference for natural pet foods, biodegradable waste bags, organic grooming products, and non-toxic toys.

As a result, brands that offer plant-based, ethically sourced, and environmentally safe pet products are gaining traction, reshaping the pet care industry to align with modern values of wellness and sustainability.

Whether it's pet food or shampoo, consumers are avoiding harsh chemicals, artificial additives, and fillers. They prefer organic, plant-based, and hypoallergenic ingredients.

With growing environmental concerns, consumers are looking for pet products that minimise environmental impact, ethically sourced ingredients, and certifications.

According to industry observers, there is an increased emphasis on demand for transparent supply chains and corporate social responsibility in pet care, as pet owners want to know the origin of the ingredients they are buying and using on their beloved pets, as well as the values of the companies they buy from (The Pet Industry's Evolution in 2024 and Beyond - SPINS).

At O&3, we understand that in today's market, what goes into pet products matters just as much as how it's made.

That's why we're committed to full ingredient traceability, tracking the journey of every ingredient we use.

Many of our oils are also certified organic and sourced sustainably through trusted, responsible partners.





## Ahiflower Seed Oil

A great addition to skin supplements, hypoallergenic shampoos, and restorative lotions for pets prone to allergies.

It is a superior plant-based omega 3-6-9 complex that supports healthy skin barrier function and its anti-inflammatory effects help address chronic skin conditions.



## Oat Seed Oil

Commonly used in medicated or oatmeal shampoos, post-bath sprays, and products for pets with eczema or dandruff.

It calms inflamed or reactive skin with its beta-glucans and avenanthramides, while reinforcing the skin's lipid barrier to lock in moisture, making it an ideal, hypoallergenic choice for sensitive pets.



## Chamomile Essential Oil

Due to its antimicrobial properties, it is commonly included in soothing shampoos, anti-itch sprays, and grooming wipes designed for sensitive or anxious pets.

It is a gentle anti-inflammatory, ideal for pets with dermatitis, rashes, or allergies, and its aroma can help reduce stress during baths or grooming sessions.



# The Ingredient Edit

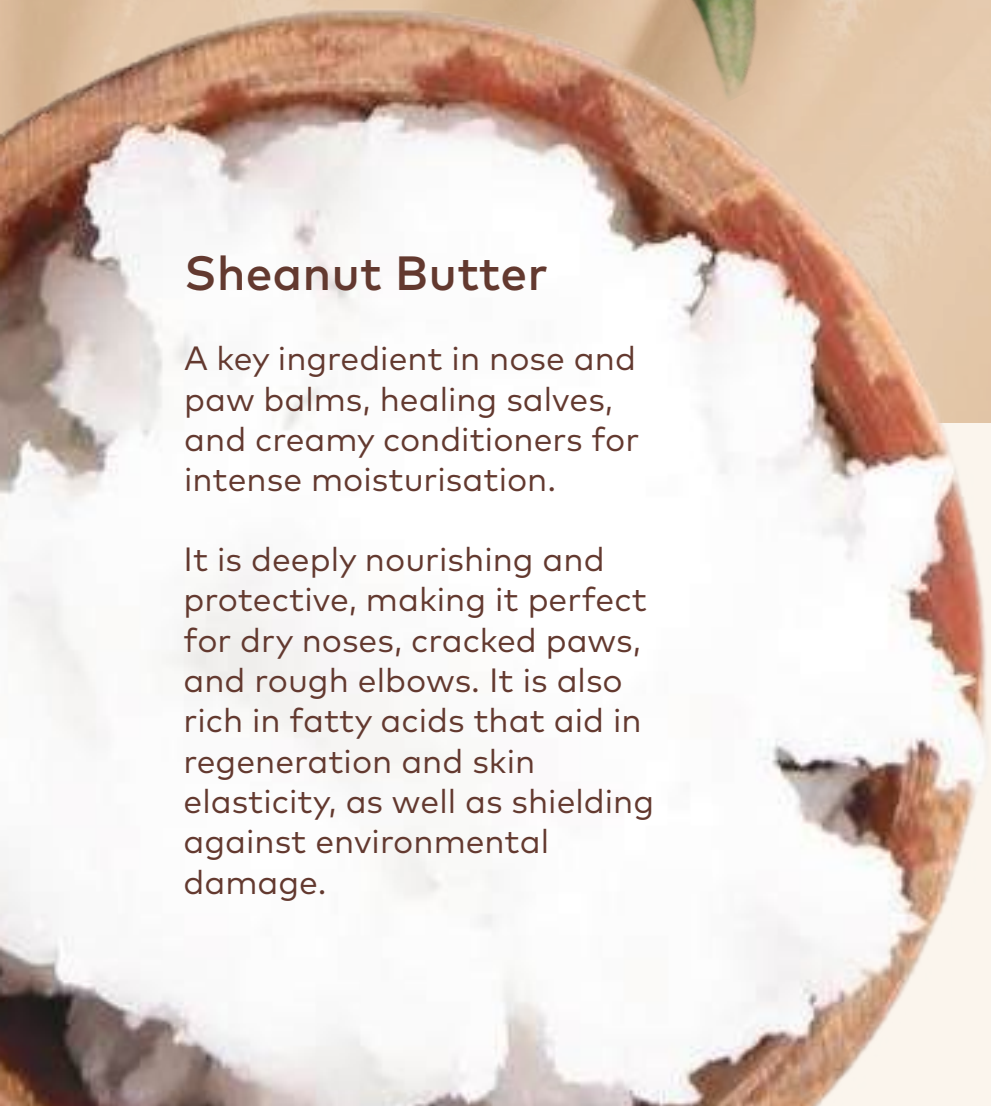
73% of pet owners are willing to pay more for pet products with natural ingredients.

Neilsen Global Pet Survey

## Sheanut Butter

A key ingredient in nose and paw balms, healing salves, and creamy conditioners for intense moisturisation.

It is deeply nourishing and protective, making it perfect for dry noses, cracked paws, and rough elbows. It is also rich in fatty acids that aid in regeneration and skin elasticity, as well as shielding against environmental damage.



## Jojoba Seed Oil

Popular in conditioning sprays, moisturising paw balms, and leave-in coat treatments for hydration and shine.

It also mimics natural sebum to deeply moisturise both the skin and coat for improved texture and manageability, without greasiness.



## Coconut Oil

Nourishes the skin and coat, offers gentle antimicrobial protection, and helps reduce inflammation for pets.





# Pet Grooming gets a Glow-Up

As pets increasingly take on the role of family members, their care is beginning to mirror the wellness and grooming standards we apply to ourselves.

This humanisation of pets is influencing everything, sparking demand for premium, skin-friendly grooming products.

Pet owners now seek formulations that reflect the same clean beauty philosophies they use for themselves, like natural ingredients and targeted skin care solutions. This shift is fuelling innovation in grooming, where the goal isn't just hygiene, but comfort, skin health, and indulgence.

Traditional pet shampoos and sprays sometimes contain ingredients that can be harsh on animals' skin.

Companies are formulating products like pH-balanced shampoos, using ingredients such as oatmeal, aloe vera, and essential oils, as creating natural formulations can help to avoid allergic reactions and soothe sensitive skin.

Grooming products made with plant-based cleansers and moisturising oils can improve skin and coat health while reducing issues like itching and dryness.

On top of this, many pet grooming lines now highlight functional ingredients that target specific coat or skin issues.

For example, shampoos and leave-in conditioners may include hemp oil or flaxseed oil for omega fatty acids that promote a glossy coat, jojoba oil for skin conditioning, or manuka honey for its soothing and antimicrobial qualities.

It's not just cleanliness, but also about improving the pet's comfort and skin health during grooming.

**65% of pet owners  
say regular grooming  
is crucial for their pets'  
overall health.**

Luxonomy





# Pampered Pets & Luxury Grooming

As pets are treated like family, the pampering aspect of grooming has grown. Owners indulge in luxury grooming services or products that echo human spa treatments.

Pet spa services represent a rapidly expanding niche within the broader pet grooming market. This growth area includes premium treatments such as massages, bubble baths, body wraps, aromatherapy, and relaxation therapies; all designed not only to enhance a pet's appearance but also to promote overall wellness and stress relief.

The segment is gaining significant traction, particularly among high-income pet owners who seek luxury and natural care for their animals. In 2023, the pet spa and wellness services market was valued at \$1.6 billion, and it is projected to grow at a compound annual growth rate (CAGR) of 9.1% to 2032, potentially reaching \$ 3.3 billion (Luxonomy). This strong upward trend emphasises its position as a key growth area within pet services.

Driving this growth is the rising demand for holistic pet care, mirroring human wellness trends. Offerings now include oatmeal baths for sensitive skin, aromatherapy grooming sprays infused with lavender or chamomile, and natural fur dyes made from plant-based pigments. High-end grooming brands are tapping into this trend, positioning their products as tools for creating a spa-like experience at home.

Even accessories and topical products are being elevated, such as nose and paw balms now featuring ingredients such as shea butter, coconut oil, and calendula, all aligned with natural healing and skincare philosophies.

These developments show that spa services are not only a luxury but a strategic growth area for the pet care sector, catering to a market that increasingly values both wellness and indulgence.





# Eco-Friendly Pet Care Formulations

Pet grooming is also embracing eco-friendly formats like solid shampoo bars that eliminate the need for plastic bottles. These bars are typically formulated with gentle plant-based oils and butters, and often even stamped with a paw print design.

Such shampoo bars offer multiple benefits: they use biodegradable, natural ingredients that clean and condition the fur, and they come in plastic-free packaging (often just a recyclable cardboard box).

For example, some organic pet shampoo bars contain coconut oil for moisturisation and natural anti-fungal effect, citronella or neem oil to naturally repel pests, and soothing herbs, creating a product that keeps coats healthy and soft without harsh chemicals.

At O&3, we supply soap bases, enabling pet product brands to create such solid shampoos or gentle glycerin-based pet soaps enriched with natural oils.



## Pest Control with Natural Oils

### Citronella Oil

Repels fleas and ticks naturally, deodorises pet coats, and offers antimicrobial benefits in grooming formulations.



### Neem Oil

Supports healthy skin with antibacterial and antifungal properties, as well as calming irritation, and helping to protect pets from biting pests.

64% of pet owners are more likely to choose grooming services that use sustainable and eco-friendly products.

NeilsenIQ





# From Kibble to Cuisine - The Rise of Healthier Pet Nutrition

Nutrition is at the heart of pet care, and ingredient-conscious consumers are reshaping the industry. At O&3, we are seeing brands turn to high-quality natural oils to meet the rising demand for cleaner, more effective pet nutrition.

Pet owners are moving away from low-cost, filler-heavy foods toward premium, nutrient-rich options. The focus is on transparency, simplicity, and function: products free from artificial colours and flavours, packed instead with purposeful ingredients that support overall health.

From flaxseed oil rich in Omega-3s, to turmeric oil known for its anti-inflammatory properties, our range of ingredients are helping brands formulate cleaner, more effective pet products - reflecting the health trends driving human nutrition.

Whether kibble or wet food, the rise of raw and fresh-cooked diets also means growing demand for oils that are clean-label, cold-pressed, and nutritionally dense, integrating them seamlessly into both functional foods and subscription-based meal formats.

Beyond mealtime, the pet supplement category is booming, with pet owners giving their pets supplement chews, pills, or powder additives for specific health goals. And natural oils are leading this trend.

At O&3, we provide traceable, high-quality oils that help brands meet evolving consumer expectations, with options such as hemp oil offer a rich source of fatty acids and natural benefits.

We work closely with pet brands to deliver ingredient innovation backed by trust and know what goes into a healthier bowl.

From functional inclusions in complete meals to standalone supplements, O&3 is proud to support the pet care industry with a range of natural, high-performance oils. Because better ingredients mean healthier pets.

**The organic pet food market is set to grow at a 7.8% CAGR, to reach \$4.5 billion by 2035.**

Morning Star







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