



Mapping Pet Longevity: Where Global Demand Meets Local Reality

Today's pet nutrition market is defined by rising consumer expectations for transparency, ingredient integrity and nutrition solutions that support their companions' long, healthy lives. Pet owners in all regions are increasingly informed and intentional, and their choices are shaping how wellness products are formulated, positioned and produced across markets. The difference lies in how comfortable pet parents are in taking a proactive approach to pet care. As a result, trends in pet wellness, ingredient preferences and purchasing behaviors are evolving rapidly.



GLOBAL KEY THEMES

Comprehensive Wellness Routines

Pet owners worldwide are actively managing their pets' health and wellness through a combination of specialized diets, regular physical activity and professional care.

- Over half of pet owners globally engage their pet in regular exercise (56%), maintain routine preventative care (54%) and give treats for enjoyment and reward (53%) as ways of enhancing their pet's quality of life.
- To potentially address these concerns, nearly half (48%) of all pet owners provide their pets with a specialized diet/nutrition at least several times per week, and (38%) give a supplement.
- However, exercise forms the cornerstone of pet wellness, with 74% of global pet owners ensuring their pet gets exercise or playtime several times a week or more often.



Top Global Health Concerns for Aging Pets

- Mobility/joint issues
- Digestive/gut health
- Oral/dental health

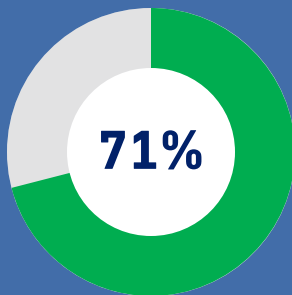
GLOBAL KEY THEMES

Investment in Pet Longevity

Pet parents are directly advancing their pets' quality of life. They are willing to pay more for pet products that they believe will support overall health and longevity. Pet enjoyment is another critical factor for repeat purchases.

- Price and brand reputation are secondary considerations to pet enjoyment (89%) and quality of ingredients (88%), with over three-quarters (77%) of pet owners around the world indicating both as important factors in their pet health and wellness purchase decisions.
- Actual purchase of longevity-focused products is most frequent among consumers in China and Mexico, with US consumers in the middle.

I seek out products to support my pet's longevity.

**Focus on Functional Ingredients**

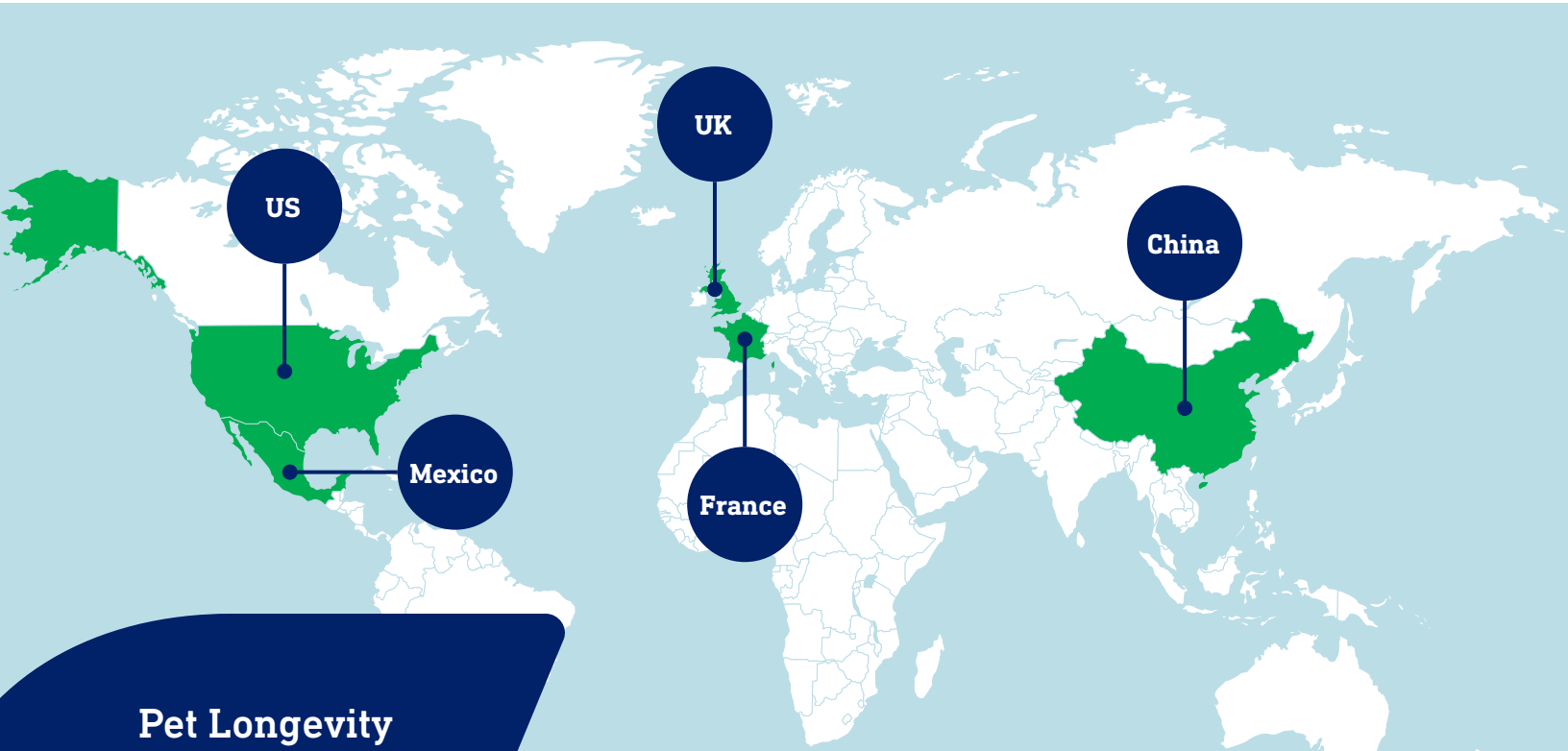
Today's pet owners are not only educated on functional ingredients but are actively seeking products that contain high-quality, scientifically validated ingredients, such as:

- Vitamins/Minerals: 77%
- Probiotics/prebiotics/postbiotics: 65%
- Other ingredients of interest globally include:
 - Omega-3 fatty acids: 64%
 - Enzymes: 52%
 - Botanical extracts: 48%
 - Glucosamine: 48%
 - Turmeric or Curcumin: 45%
 - Krill Oil: 42%
 - Hyaluronic acid: 41%
 - Medium Chain Triglycerides (MCT): 39%
 - Green Tea: 39%
 - Yeast: 39%
 - L-tryptophan: 38%



Local Nuance

While consumers around the world show strong interest in pet longevity and wellness, willingness to act on that interest varies by country and cultural perceptions. What matters most is how they want product benefits framed.



Pet Longevity Consumer Perceptions By Country

COUNTRY	LONGEVITY MEANS...
China	Extend life with science
Mexico	Enjoy more good years together
US	Add healthy years with proven solutions
UK	Maintain health responsibly
France	Respect natural life cycles





China: Longevity Is Already “Normal”

What’s distinctive

- Longevity, quality-of-life, and innovation statements all score consistently high.
- Very little drop-off between attitudes (agreement) and behaviors (purchasing longevity-focused products).
- Willingness to try new ingredients and formats is especially strong.

Key implications

- In China, longevity is not aspirational – it’s expected.
- Strong runway for functional foods, supplements and hybrid formats.



Mexico: High Action, Low Hesitation

What’s distinctive

- The frequency of purchasing longevity and wellness products is disproportionately high.
- Agreement levels are strong, but what’s more notable is follow-through.
- Open to product and ingredient innovation.

Key implications

- Mexico is a conversion market, not just an awareness market.
- Strong candidate for scale once products are introduced.



United States: Premium, But With Proof

What’s distinctive

- High willingness to pay more for quality-of-life benefits.
- Strong trust in branded and functional ingredients.
- Slightly more skepticism than other markets, but higher comfort with premium pricing.

Key implications

- Ingredient branding, science and vet credibility matter.
- Claims should be specific (what, how, why).



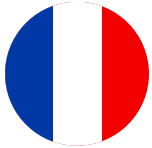
United Kingdom: Interested, But Reserved

What's distinctive

- Moderate agreement with longevity and innovation statements.
- Noticeable gap between stated interest and purchasing behavior.
- Caution around bold or unfamiliar claims.

Key implications

- The UK needs reassurance on longevity claim efficacy.
- Trial, reviews and trust signals are essential.



France: The Careful Considerer

What's distinctive

- Less likely to purchase longevity-focused products or pay more.
- Skeptical of branded or functional ingredient cues.

Key implications

- France consistently breaks from the global pattern, preferring less “longevity hype.”
- Reframe messaging to focus on credibility, regulation and veterinary validation.





Turn Market Intelligence Into Practical Solutions

The global pet care landscape is defined by a clear and accelerating focus on longevity, quality of life and scientifically supported wellness solutions. While core behaviors—such as regular exercise, preventative care and specialized nutrition—are widely adopted, regional differences highlight how cultural attitudes shape purchasing decisions and openness to innovation. From China’s expectation of longevity solutions to France’s more reserved approach, successful strategies must balance validation, trust and emotional connection. As pet owners continue to prioritize their animals’ health and happiness, the demand for high-quality, effective and transparent wellness products will only grow stronger.

For the pet industry, this creates a critical need for **trusted insights and reliable partners** who can help navigate complexity while accelerating innovation. At ADM, we work alongside pet nutrition formulators, manufacturers and store brand customers to turn market intelligence into practical solutions. This report is designed to inform formulation strategies, support product development decisions, and enable confident conversations with customers and consumers alike.

Above all, it reflects ADM’s commitment to partnership—combining science, scale and transparency to help our customers succeed in a rapidly changing pet nutrition landscape.

Your Pet Nutrition Partner:

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