

Global Dog Treats, Chews & Toppers Market Size Study & Forecast, by Product Type (Crunchy Treats, Dental Treats, Freeze-Dried and Jerky Treats, Soft & Chewy Treats) by Distribution Channel (Convenience Stores, Online, Specialty Stores, Supermarkets/Hypermarkets) and Regional Forecasts 2025-2035

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Abstracts

The Global Dog Treats, Chews & Toppers Market is valued at approximately USD 17.20 billion in 2024 and is projected to expand at a CAGR of 10.7% during the forecast period 2025-2035. Dog treats, chews, and toppers serve as essential components in pet nutrition, not only providing dietary supplementation but also promoting dental health, mental stimulation, and overall wellbeing. The market's growth is fueled by rising pet humanization trends, increasing disposable income, and heightened awareness about canine health. Pet owners are seeking innovative, high-quality, and functional treats that go beyond basic nutrition, which has driven manufacturers to invest heavily in premium, natural, and functional product offerings.

In recent years, the global dog care industry has experienced a paradigm shift, with consumers increasingly opting for treats that provide functional benefits such as dental hygiene, protein supplementation, and gut health. Crunchy and dental treats are increasingly complemented by freeze-dried, jerky, and soft chews that cater to breed-specific dietary requirements and taste preferences. According to market estimates, online channels for pet products have witnessed unprecedented growth in 2023 due to the convenience of home delivery, subscription-based services, and expanded product availability. Despite these opportunities, regulatory compliance concerning ingredients, labeling, and pet food safety remains a critical factor influencing market dynamics.

The detailed segments and sub-segments included in the report are:

By Product Type:

Crunchy Treats

Dental Treats

Freeze-Dried and Jerky Treats

Soft & Chewy Treats

By Distribution Channel:

Convenience Stores

Online Channel

Specialty Stores

Supermarkets/Hypermarkets

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Crunchy Treats Expected to Dominate the Market

Crunchy treats are poised to remain the dominant product type in the global dog treats market, accounting for the largest share due to their multifaceted benefits in promoting dental hygiene, enhancing palatability, and appealing to a broad spectrum of canine preferences. These treats are widely adopted across various breeds and age groups, providing both functional and indulgent attributes. While soft and chewy treats, jerky, and freeze-dried options are gaining traction due to convenience and premium positioning, crunchy treats continue to drive market stability with consistent demand across traditional and modern retail channels.

Online Channels Lead in Revenue Contribution

When segmenting the market by distribution channel, online platforms currently generate the highest revenue, fueled by the growing trend of e-commerce, home delivery services, and subscription-based pet care models. Online channels allow for wider product assortment, convenience, and targeted marketing, giving brands the ability to reach niche customer segments effectively. Traditional outlets such as supermarkets, convenience stores, and specialty stores remain significant contributors to sales, particularly for impulse purchases and bulk packaging. This dual narrative highlights online dominance in revenue while traditional channels continue to offer consistent market coverage and consumer trust.

North America dominated the market in 2025, led by a mature pet care industry, high pet ownership, and rising demand for premium treats. Europe maintains significant market share due to growing consumer focus on pet wellness, stringent food safety regulations, and established retail infrastructure. Asia Pacific is projected to witness the fastest growth during the forecast period, driven by increasing urbanization, higher disposable income, and expanding e-commerce platforms in countries such as China, India, and Japan. Latin America and the Middle East & Africa are gradually emerging as strategic markets due to rising pet adoption and evolving retail ecosystems, presenting substantial opportunities for both regional and international players.

Major market players included in this report are:

Mars Petcare Inc.

Nestle Purina PetCare

Hill's Pet Nutrition

Blue Buffalo Co., Ltd.

Spectrum Brands Holdings, Inc.

WellPet LLC

Diamond Pet Foods

Spectrum Brands Holdings

Big Heart Pet Brands

J.M. Smucker Company

Colgate-Palmolive (Hill's Pet Nutrition)

The Hershey Company (Pet Treat Division)

Spectrum Brands Global Pet Care

Royal Canin (Mars Group)

Inaba Pet Food Co., Ltd.

Global Dog Treats, Chews & Toppers Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments and countries in recent years and to forecast values for the coming years. The report incorporates both qualitative and quantitative aspects, highlighting key drivers, challenges, and emerging opportunities that will influence market development. Additionally, it provides detailed competitive landscape analysis, including product portfolios, strategic initiatives, and investment prospects for stakeholders. The detailed segments and sub-segments of the market are explained below:

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level insights.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

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