

Global Functional Pet Wet Food Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Functional Pet Wet Food market size is expected to reach \$ 14667 million by 2032, rising at a market growth of 9.0% CAGR during the forecast period (2026-2032). In 2025, global shipments of functional pet wet food are estimated at approximately 1.2 million tons, with an average selling price of around USD 7,000 per ton. Functional pet wet food refers to a niche segment of wet pet food that incorporates clearly defined nutritional or health-oriented enhancements, such as digestive support, urinary health, weight management, joint care, and skin and coat support. These products are positioned between conventional wet food and veterinary prescription diets, mainly used for daily refined feeding and preventive health management. Overall, functional pet wet food represents a small but specialized subsegment within the premium wet food category.

From a market perspective, functional pet wet food remains at an early stage of development, with a market size significantly smaller than that of total wet food and premium wet food. Demand is mainly concentrated in mature pet markets and among selected mid- to high-end brands. Consumer perception is largely centered on improvement-oriented and supportive benefits rather than medical substitution. Industry trends indicate gradual progress toward clearer functional positioning and more standardized formulations, although overall penetration is increasing at a cautious pace. Market consensus suggests that functional pet wet food has growth potential, but its trajectory is more aligned with incremental functional extension of premium wet food rather than rapid large-scale expansion.

This report studies the global Functional Pet Wet Food production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Functional Pet Wet Food and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and

competition, as well as details the characteristics of Functional Pet Wet Food that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Functional Pet Wet Food total production and demand, 2021-2032, (Kilotons)

Global Functional Pet Wet Food total production value, 2021-2032, (USD Million)

Global Functional Pet Wet Food production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Functional Pet Wet Food consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Functional Pet Wet Food domestic production, consumption, key domestic manufacturers and share

Global Functional Pet Wet Food production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Functional Pet Wet Food production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Functional Pet Wet Food production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Functional Pet Wet Food market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Hill's Pet Nutrition, Animonda, FirstMate Pet Foods, Stella & Chewy's, The Honest Kitchen, Petpal Pet Nutrition Technology, China Pet Foods, Guaibao Pet Food Group, Shanghai Bridge PetCare, Jiangsu JIA Pet Products, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Functional Pet Wet Food market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kilotons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Functional Pet Wet Food Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Functional Pet Wet Food Market, Segmentation by Type:

Wet Food For Cats

Wet Food For Dogs

Global Functional Pet Wet Food Market, Segmentation by Grain Formulation:

Grain-inclusive

Grain-free

Global Functional Pet Wet Food Market, Segmentation by Life Stage:

Kitten

Adult

Global Functional Pet Wet Food Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

Hill's Pet Nutrition

Animonda

FirstMate Pet Foods

Stella & Chewy's

The Honest Kitchen

Petpal Pet Nutrition Technology

China Pet Foods

Guaibao Pet Food Group

Shanghai Bridge PetCare

Jiangsu JIA Pet Products

Shanghai Navarch Pet Products

Huaxing Pet Food

Xingtai Nuode Pet Products

Shanghai Yiyun Pet Products

Shanghai Chongxing Pet Products

Shandong KERES Animal Nutrition

Key Questions Answered:

1. How big is the global Functional Pet Wet Food market?
2. What is the demand of the global Functional Pet Wet Food market?
3. What is the year over year growth of the global Functional Pet Wet Food market?
4. What is the production and production value of the global Functional Pet Wet Food market?
5. Who are the key producers in the global Functional Pet Wet Food market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Functional Pet Wet Food Introduction
- 1.2 World Functional Pet Wet Food Supply & Forecast
 - 1.2.1 World Functional Pet Wet Food Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Functional Pet Wet Food Production (2021-2032)
 - 1.2.3 World Functional Pet Wet Food Pricing Trends (2021-2032)
- 1.3 World Functional Pet Wet Food Production by Region (Based on Production Site)
 - 1.3.1 World Functional Pet Wet Food Production Value by Region (2021-2032)
 - 1.3.2 World Functional Pet Wet Food Production by Region (2021-2032)
 - 1.3.3 World Functional Pet Wet Food Average Price by Region (2021-2032)
 - 1.3.4 North America Functional Pet Wet Food Production (2021-2032)
 - 1.3.5 Europe Functional Pet Wet Food Production (2021-2032)
 - 1.3.6 China Functional Pet Wet Food Production (2021-2032)
 - 1.3.7 Japan Functional Pet Wet Food Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Functional Pet Wet Food Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Functional Pet Wet Food Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Functional Pet Wet Food Demand (2021-2032)
- 2.2 World Functional Pet Wet Food Consumption by Region
 - 2.2.1 World Functional Pet Wet Food Consumption by Region (2021-2026)
 - 2.2.2 World Functional Pet Wet Food Consumption Forecast by Region (2027-2032)
- 2.3 United States Functional Pet Wet Food Consumption (2021-2032)
- 2.4 China Functional Pet Wet Food Consumption (2021-2032)
- 2.5 Europe Functional Pet Wet Food Consumption (2021-2032)
- 2.6 Japan Functional Pet Wet Food Consumption (2021-2032)
- 2.7 South Korea Functional Pet Wet Food Consumption (2021-2032)
- 2.8 ASEAN Functional Pet Wet Food Consumption (2021-2032)
- 2.9 India Functional Pet Wet Food Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Functional Pet Wet Food Production Value by Manufacturer (2021-2026)

- 3.2 World Functional Pet Wet Food Production by Manufacturer (2021-2026)
- 3.3 World Functional Pet Wet Food Average Price by Manufacturer (2021-2026)
- 3.4 Functional Pet Wet Food Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Functional Pet Wet Food Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Functional Pet Wet Food in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Functional Pet Wet Food in 2025
- 3.6 Functional Pet Wet Food Market: Overall Company Footprint Analysis
 - 3.6.1 Functional Pet Wet Food Market: Region Footprint
 - 3.6.2 Functional Pet Wet Food Market: Company Product Type Footprint
 - 3.6.3 Functional Pet Wet Food Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Functional Pet Wet Food Production Value Comparison
 - 4.1.1 United States VS China: Functional Pet Wet Food Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Functional Pet Wet Food Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Functional Pet Wet Food Production Comparison
 - 4.2.1 United States VS China: Functional Pet Wet Food Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Functional Pet Wet Food Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Functional Pet Wet Food Consumption Comparison
 - 4.3.1 United States VS China: Functional Pet Wet Food Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Functional Pet Wet Food Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Functional Pet Wet Food Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Functional Pet Wet Food Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Functional Pet Wet Food Production Value (2021-2026)

4.4.3 United States Based Manufacturers Functional Pet Wet Food Production (2021-2026)

4.5 China Based Functional Pet Wet Food Manufacturers and Market Share

4.5.1 China Based Functional Pet Wet Food Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Functional Pet Wet Food Production Value (2021-2026)

4.5.3 China Based Manufacturers Functional Pet Wet Food Production (2021-2026)

4.6 Rest of World Based Functional Pet Wet Food Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Functional Pet Wet Food Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Functional Pet Wet Food Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Functional Pet Wet Food Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Functional Pet Wet Food Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Wet Food For Cats

5.2.2 Wet Food For Dogs

5.3 Market Segment by Type

5.3.1 World Functional Pet Wet Food Production by Type (2021-2032)

5.3.2 World Functional Pet Wet Food Production Value by Type (2021-2032)

5.3.3 World Functional Pet Wet Food Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY GRAIN FORMULATION

6.1 World Functional Pet Wet Food Market Size Overview by Grain Formulation: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Grain Formulation

6.2.1 Grain-inclusive

6.2.2 Grain-free

6.3 Market Segment by Grain Formulation

- 6.3.1 World Functional Pet Wet Food Production by Grain Formulation (2021-2032)
- 6.3.2 World Functional Pet Wet Food Production Value by Grain Formulation (2021-2032)
- 6.3.3 World Functional Pet Wet Food Average Price by Grain Formulation (2021-2032)

7 MARKET ANALYSIS BY LIFE STAGE

- 7.1 World Functional Pet Wet Food Market Size Overview by Life Stage: 2021 VS 2025 VS 2032
- 7.2 Segment Introduction by Life Stage
 - 7.2.1 Kitten
 - 7.2.2 Adult
- 7.3 Market Segment by Life Stage
 - 7.3.1 World Functional Pet Wet Food Production by Life Stage (2021-2032)
 - 7.3.2 World Functional Pet Wet Food Production Value by Life Stage (2021-2032)
 - 7.3.3 World Functional Pet Wet Food Average Price by Life Stage (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

- 8.1 World Functional Pet Wet Food Market Size Overview by Application: 2021 VS 2025 VS 2032
- 8.2 Segment Introduction by Application
 - 8.2.1 Online Sales
 - 8.2.2 Offline Sales
- 8.3 Market Segment by Application
 - 8.3.1 World Functional Pet Wet Food Production by Application (2021-2032)
 - 8.3.2 World Functional Pet Wet Food Production Value by Application (2021-2032)
 - 8.3.3 World Functional Pet Wet Food Average Price by Application (2021-2032)

9 COMPANY PROFILES

- 9.1 Hill's Pet Nutrition
 - 9.1.1 Hill's Pet Nutrition Details
 - 9.1.2 Hill's Pet Nutrition Major Business
 - 9.1.3 Hill's Pet Nutrition Functional Pet Wet Food Product and Services
 - 9.1.4 Hill's Pet Nutrition Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.1.5 Hill's Pet Nutrition Recent Developments/Updates
 - 9.1.6 Hill's Pet Nutrition Competitive Strengths & Weaknesses

9.2 Animonda

9.2.1 Animonda Details

9.2.2 Animonda Major Business

9.2.3 Animonda Functional Pet Wet Food Product and Services

9.2.4 Animonda Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Animonda Recent Developments/Updates

9.2.6 Animonda Competitive Strengths & Weaknesses

9.3 FirstMate Pet Foods

9.3.1 FirstMate Pet Foods Details

9.3.2 FirstMate Pet Foods Major Business

9.3.3 FirstMate Pet Foods Functional Pet Wet Food Product and Services

9.3.4 FirstMate Pet Foods Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 FirstMate Pet Foods Recent Developments/Updates

9.3.6 FirstMate Pet Foods Competitive Strengths & Weaknesses

9.4 Stella & Chewy?s

9.4.1 Stella & Chewy?s Details

9.4.2 Stella & Chewy?s Major Business

9.4.3 Stella & Chewy?s Functional Pet Wet Food Product and Services

9.4.4 Stella & Chewy?s Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Stella & Chewy?s Recent Developments/Updates

9.4.6 Stella & Chewy?s Competitive Strengths & Weaknesses

9.5 The Honest Kitchen

9.5.1 The Honest Kitchen Details

9.5.2 The Honest Kitchen Major Business

9.5.3 The Honest Kitchen Functional Pet Wet Food Product and Services

9.5.4 The Honest Kitchen Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 The Honest Kitchen Recent Developments/Updates

9.5.6 The Honest Kitchen Competitive Strengths & Weaknesses

9.6 Petpal Pet Nutrition Technology

9.6.1 Petpal Pet Nutrition Technology Details

9.6.2 Petpal Pet Nutrition Technology Major Business

9.6.3 Petpal Pet Nutrition Technology Functional Pet Wet Food Product and Services

9.6.4 Petpal Pet Nutrition Technology Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.6.5 Petpal Pet Nutrition Technology Recent Developments/Updates

- 9.6.6 Petpal Pet Nutrition Technology Competitive Strengths & Weaknesses
- 9.7 China Pet Foods
 - 9.7.1 China Pet Foods Details
 - 9.7.2 China Pet Foods Major Business
 - 9.7.3 China Pet Foods Functional Pet Wet Food Product and Services
 - 9.7.4 China Pet Foods Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 China Pet Foods Recent Developments/Updates
 - 9.7.6 China Pet Foods Competitive Strengths & Weaknesses
- 9.8 Guaibao Pet Food Group
 - 9.8.1 Guaibao Pet Food Group Details
 - 9.8.2 Guaibao Pet Food Group Major Business
 - 9.8.3 Guaibao Pet Food Group Functional Pet Wet Food Product and Services
 - 9.8.4 Guaibao Pet Food Group Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Guaibao Pet Food Group Recent Developments/Updates
 - 9.8.6 Guaibao Pet Food Group Competitive Strengths & Weaknesses
- 9.9 Shanghai Bridge PetCare
 - 9.9.1 Shanghai Bridge PetCare Details
 - 9.9.2 Shanghai Bridge PetCare Major Business
 - 9.9.3 Shanghai Bridge PetCare Functional Pet Wet Food Product and Services
 - 9.9.4 Shanghai Bridge PetCare Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Shanghai Bridge PetCare Recent Developments/Updates
 - 9.9.6 Shanghai Bridge PetCare Competitive Strengths & Weaknesses
- 9.10 Jiangsu JIA Pet Products
 - 9.10.1 Jiangsu JIA Pet Products Details
 - 9.10.2 Jiangsu JIA Pet Products Major Business
 - 9.10.3 Jiangsu JIA Pet Products Functional Pet Wet Food Product and Services
 - 9.10.4 Jiangsu JIA Pet Products Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Jiangsu JIA Pet Products Recent Developments/Updates
 - 9.10.6 Jiangsu JIA Pet Products Competitive Strengths & Weaknesses
- 9.11 Shanghai Navarch Pet Products
 - 9.11.1 Shanghai Navarch Pet Products Details
 - 9.11.2 Shanghai Navarch Pet Products Major Business
 - 9.11.3 Shanghai Navarch Pet Products Functional Pet Wet Food Product and Services
 - 9.11.4 Shanghai Navarch Pet Products Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.11.5 Shanghai Navarch Pet Products Recent Developments/Updates
- 9.11.6 Shanghai Navarch Pet Products Competitive Strengths & Weaknesses
- 9.12 Huaxing Pet Food
 - 9.12.1 Huaxing Pet Food Details
 - 9.12.2 Huaxing Pet Food Major Business
 - 9.12.3 Huaxing Pet Food Functional Pet Wet Food Product and Services
 - 9.12.4 Huaxing Pet Food Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Huaxing Pet Food Recent Developments/Updates
 - 9.12.6 Huaxing Pet Food Competitive Strengths & Weaknesses
- 9.13 Xingtai Nuode Pet Products
 - 9.13.1 Xingtai Nuode Pet Products Details
 - 9.13.2 Xingtai Nuode Pet Products Major Business
 - 9.13.3 Xingtai Nuode Pet Products Functional Pet Wet Food Product and Services
 - 9.13.4 Xingtai Nuode Pet Products Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Xingtai Nuode Pet Products Recent Developments/Updates
 - 9.13.6 Xingtai Nuode Pet Products Competitive Strengths & Weaknesses
- 9.14 Shanghai Yiyun Pet Products
 - 9.14.1 Shanghai Yiyun Pet Products Details
 - 9.14.2 Shanghai Yiyun Pet Products Major Business
 - 9.14.3 Shanghai Yiyun Pet Products Functional Pet Wet Food Product and Services
 - 9.14.4 Shanghai Yiyun Pet Products Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Shanghai Yiyun Pet Products Recent Developments/Updates
 - 9.14.6 Shanghai Yiyun Pet Products Competitive Strengths & Weaknesses
- 9.15 Shanghai Chongxing Pet Products
 - 9.15.1 Shanghai Chongxing Pet Products Details
 - 9.15.2 Shanghai Chongxing Pet Products Major Business
 - 9.15.3 Shanghai Chongxing Pet Products Functional Pet Wet Food Product and Services
 - 9.15.4 Shanghai Chongxing Pet Products Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.15.5 Shanghai Chongxing Pet Products Recent Developments/Updates
 - 9.15.6 Shanghai Chongxing Pet Products Competitive Strengths & Weaknesses
- 9.16 Shandong KERES Animal Nutrition
 - 9.16.1 Shandong KERES Animal Nutrition Details
 - 9.16.2 Shandong KERES Animal Nutrition Major Business
 - 9.16.3 Shandong KERES Animal Nutrition Functional Pet Wet Food Product and

Services

9.16.4 Shandong KERES Animal Nutrition Functional Pet Wet Food Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.16.5 Shandong KERES Animal Nutrition Recent Developments/Updates

9.16.6 Shandong KERES Animal Nutrition Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Functional Pet Wet Food Industry Chain

10.2 Functional Pet Wet Food Upstream Analysis

10.2.1 Functional Pet Wet Food Core Raw Materials

10.2.2 Main Manufacturers of Functional Pet Wet Food Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Functional Pet Wet Food Production Mode

10.6 Functional Pet Wet Food Procurement Model

10.7 Functional Pet Wet Food Industry Sales Model and Sales Channels

10.7.1 Functional Pet Wet Food Sales Model

10.7.2 Functional Pet Wet Food Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Functional Pet Wet Food Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Functional Pet Wet Food Production Value by Region (2021-2026) & (USD Million)

Table 3. World Functional Pet Wet Food Production Value by Region (2027-2032) & (USD Million)

Table 4. World Functional Pet Wet Food Production Value Market Share by Region (2021-2026)

Table 5. World Functional Pet Wet Food Production Value Market Share by Region (2027-2032)

Table 6. World Functional Pet Wet Food Production by Region (2021-2026) & (Kilotons)

Table 7. World Functional Pet Wet Food Production by Region (2027-2032) & (Kilotons)

Table 8. World Functional Pet Wet Food Production Market Share by Region (2021-2026)

Table 9. World Functional Pet Wet Food Production Market Share by Region (2027-2032)

Table 10. World Functional Pet Wet Food Average Price by Region (2021-2026) & (US\$/Ton)

Table 11. World Functional Pet Wet Food Average Price by Region (2027-2032) & (US\$/Ton)

Table 12. Functional Pet Wet Food Major Market Trends

Table 13. World Functional Pet Wet Food Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Kilotons)

Table 14. World Functional Pet Wet Food Consumption by Region (2021-2026) & (Kilotons)

Table 15. World Functional Pet Wet Food Consumption Forecast by Region (2027-2032) & (Kilotons)

Table 16. World Functional Pet Wet Food Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Functional Pet Wet Food Producers in 2025

Table 18. World Functional Pet Wet Food Production by Manufacturer (2021-2026) & (Kilotons)

Table 19. Production Market Share of Key Functional Pet Wet Food Producers in 2025

Table 20. World Functional Pet Wet Food Average Price by Manufacturer (2021-2026)

& (US\$/Ton)

Table 21. Global Functional Pet Wet Food Company Evaluation Quadrant

Table 22. World Functional Pet Wet Food Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Functional Pet Wet Food Production Site of Key Manufacturer

Table 24. Functional Pet Wet Food Market: Company Product Type Footprint

Table 25. Functional Pet Wet Food Market: Company Product Application Footprint

Table 26. Functional Pet Wet Food Competitive Factors

Table 27. Functional Pet Wet Food New Entrant and Capacity Expansion Plans

Table 28. Functional Pet Wet Food Mergers & Acquisitions Activity

Table 29. United States VS China Functional Pet Wet Food Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Functional Pet Wet Food Production Comparison, (2021 & 2025 & 2032) & (Kilotons)

Table 31. United States VS China Functional Pet Wet Food Consumption Comparison, (2021 & 2025 & 2032) & (Kilotons)

Table 32. United States Based Functional Pet Wet Food Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Functional Pet Wet Food Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Functional Pet Wet Food Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Functional Pet Wet Food Production (2021-2026) & (Kilotons)

Table 36. United States Based Manufacturers Functional Pet Wet Food Production Market Share (2021-2026)

Table 37. China Based Functional Pet Wet Food Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Functional Pet Wet Food Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Functional Pet Wet Food Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Functional Pet Wet Food Production, (2021-2026) & (Kilotons)

Table 41. China Based Manufacturers Functional Pet Wet Food Production Market Share (2021-2026)

Table 42. Rest of World Based Functional Pet Wet Food Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Functional Pet Wet Food Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Functional Pet Wet Food Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Functional Pet Wet Food Production, (2021-2026) & (Kilotons)

Table 46. Rest of World Based Manufacturers Functional Pet Wet Food Production Market Share (2021-2026)

Table 47. World Functional Pet Wet Food Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Functional Pet Wet Food Production by Type (2021-2026) & (Kilotons)

Table 49. World Functional Pet Wet Food Production by Type (2027-2032) & (Kilotons)

Table 50. World Functional Pet Wet Food Production Value by Type (2021-2026) & (USD Million)

Table 51. World Functional Pet Wet Food Production Value by Type (2027-2032) & (USD Million)

Table 52. World Functional Pet Wet Food Average Price by Type (2021-2026) & (US\$/Ton)

Table 53. World Functional Pet Wet Food Average Price by Type (2027-2032) & (US\$/Ton)

Table 54. World Functional Pet Wet Food Production Value by Grain Formulation, (USD Million), 2021 & 2025 & 2032

Table 55. World Functional Pet Wet Food Production by Grain Formulation (2021-2026) & (Kilotons)

Table 56. World Functional Pet Wet Food Production by Grain Formulation (2027-2032) & (Kilotons)

Table 57. World Functional Pet Wet Food Production Value by Grain Formulation (2021-2026) & (USD Million)

Table 58. World Functional Pet Wet Food Production Value by Grain Formulation (2027-2032) & (USD Million)

Table 59. World Functional Pet Wet Food Average Price by Grain Formulation (2021-2026) & (US\$/Ton)

Table 60. World Functional Pet Wet Food Average Price by Grain Formulation (2027-2032) & (US\$/Ton)

Table 61. World Functional Pet Wet Food Production Value by Life Stage, (USD Million), 2021 & 2025 & 2032

Table 62. World Functional Pet Wet Food Production by Life Stage (2021-2026) & (Kilotons)

Table 63. World Functional Pet Wet Food Production by Life Stage (2027-2032) &

(Kilotons)

Table 64. World Functional Pet Wet Food Production Value by Life Stage (2021-2026) & (USD Million)

Table 65. World Functional Pet Wet Food Production Value by Life Stage (2027-2032) & (USD Million)

Table 66. World Functional Pet Wet Food Average Price by Life Stage (2021-2026) & (US\$/Ton)

Table 67. World Functional Pet Wet Food Average Price by Life Stage (2027-2032) & (US\$/Ton)

Table 68. World Functional Pet Wet Food Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Functional Pet Wet Food Production by Application (2021-2026) & (Kilotons)

Table 70. World Functional Pet Wet Food Production by Application (2027-2032) & (Kilotons)

Table 71. World Functional Pet Wet Food Production Value by Application (2021-2026) & (USD Million)

Table 72. World Functional Pet Wet Food Production Value by Application (2027-2032) & (USD Million)

Table 73. World Functional Pet Wet Food Average Price by Application (2021-2026) & (US\$/Ton)

Table 74. World Functional Pet Wet Food Average Price by Application (2027-2032) & (US\$/Ton)

Table 75. Hill's Pet Nutrition Basic Information, Manufacturing Base and Competitors

Table 76. Hill's Pet Nutrition Major Business

Table 77. Hill's Pet Nutrition Functional Pet Wet Food Product and Services

Table 78. Hill's Pet Nutrition Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Hill's Pet Nutrition Recent Developments/Updates

Table 80. Hill's Pet Nutrition Competitive Strengths & Weaknesses

Table 81. Animonda Basic Information, Manufacturing Base and Competitors

Table 82. Animonda Major Business

Table 83. Animonda Functional Pet Wet Food Product and Services

Table 84. Animonda Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Animonda Recent Developments/Updates

Table 86. Animonda Competitive Strengths & Weaknesses

Table 87. FirstMate Pet Foods Basic Information, Manufacturing Base and Competitors

- Table 88. FirstMate Pet Foods Major Business
- Table 89. FirstMate Pet Foods Functional Pet Wet Food Product and Services
- Table 90. FirstMate Pet Foods Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. FirstMate Pet Foods Recent Developments/Updates
- Table 92. FirstMate Pet Foods Competitive Strengths & Weaknesses
- Table 93. Stella & Chewy?s Basic Information, Manufacturing Base and Competitors
- Table 94. Stella & Chewy?s Major Business
- Table 95. Stella & Chewy?s Functional Pet Wet Food Product and Services
- Table 96. Stella & Chewy?s Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Stella & Chewy?s Recent Developments/Updates
- Table 98. Stella & Chewy?s Competitive Strengths & Weaknesses
- Table 99. The Honest Kitchen Basic Information, Manufacturing Base and Competitors
- Table 100. The Honest Kitchen Major Business
- Table 101. The Honest Kitchen Functional Pet Wet Food Product and Services
- Table 102. The Honest Kitchen Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. The Honest Kitchen Recent Developments/Updates
- Table 104. The Honest Kitchen Competitive Strengths & Weaknesses
- Table 105. Petpal Pet Nutrition Technology Basic Information, Manufacturing Base and Competitors
- Table 106. Petpal Pet Nutrition Technology Major Business
- Table 107. Petpal Pet Nutrition Technology Functional Pet Wet Food Product and Services
- Table 108. Petpal Pet Nutrition Technology Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Petpal Pet Nutrition Technology Recent Developments/Updates
- Table 110. Petpal Pet Nutrition Technology Competitive Strengths & Weaknesses
- Table 111. China Pet Foods Basic Information, Manufacturing Base and Competitors
- Table 112. China Pet Foods Major Business
- Table 113. China Pet Foods Functional Pet Wet Food Product and Services
- Table 114. China Pet Foods Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. China Pet Foods Recent Developments/Updates

Table 116. China Pet Foods Competitive Strengths & Weaknesses

Table 117. Guaibao Pet Food Group Basic Information, Manufacturing Base and Competitors

Table 118. Guaibao Pet Food Group Major Business

Table 119. Guaibao Pet Food Group Functional Pet Wet Food Product and Services

Table 120. Guaibao Pet Food Group Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Guaibao Pet Food Group Recent Developments/Updates

Table 122. Guaibao Pet Food Group Competitive Strengths & Weaknesses

Table 123. Shanghai Bridge PetCare Basic Information, Manufacturing Base and Competitors

Table 124. Shanghai Bridge PetCare Major Business

Table 125. Shanghai Bridge PetCare Functional Pet Wet Food Product and Services

Table 126. Shanghai Bridge PetCare Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Shanghai Bridge PetCare Recent Developments/Updates

Table 128. Shanghai Bridge PetCare Competitive Strengths & Weaknesses

Table 129. Jiangsu JIA Pet Products Basic Information, Manufacturing Base and Competitors

Table 130. Jiangsu JIA Pet Products Major Business

Table 131. Jiangsu JIA Pet Products Functional Pet Wet Food Product and Services

Table 132. Jiangsu JIA Pet Products Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Jiangsu JIA Pet Products Recent Developments/Updates

Table 134. Jiangsu JIA Pet Products Competitive Strengths & Weaknesses

Table 135. Shanghai Navarch Pet Products Basic Information, Manufacturing Base and Competitors

Table 136. Shanghai Navarch Pet Products Major Business

Table 137. Shanghai Navarch Pet Products Functional Pet Wet Food Product and Services

Table 138. Shanghai Navarch Pet Products Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Shanghai Navarch Pet Products Recent Developments/Updates

Table 140. Shanghai Navarch Pet Products Competitive Strengths & Weaknesses

Table 141. Huaxing Pet Food Basic Information, Manufacturing Base and Competitors

Table 142. Huaxing Pet Food Major Business

Table 143. Huaxing Pet Food Functional Pet Wet Food Product and Services

Table 144. Huaxing Pet Food Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Huaxing Pet Food Recent Developments/Updates

Table 146. Huaxing Pet Food Competitive Strengths & Weaknesses

Table 147. Xingtai Nuode Pet Products Basic Information, Manufacturing Base and Competitors

Table 148. Xingtai Nuode Pet Products Major Business

Table 149. Xingtai Nuode Pet Products Functional Pet Wet Food Product and Services

Table 150. Xingtai Nuode Pet Products Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. Xingtai Nuode Pet Products Recent Developments/Updates

Table 152. Xingtai Nuode Pet Products Competitive Strengths & Weaknesses

Table 153. Shanghai Yiyun Pet Products Basic Information, Manufacturing Base and Competitors

Table 154. Shanghai Yiyun Pet Products Major Business

Table 155. Shanghai Yiyun Pet Products Functional Pet Wet Food Product and Services

Table 156. Shanghai Yiyun Pet Products Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. Shanghai Yiyun Pet Products Recent Developments/Updates

Table 158. Shanghai Yiyun Pet Products Competitive Strengths & Weaknesses

Table 159. Shanghai Chongxing Pet Products Basic Information, Manufacturing Base and Competitors

Table 160. Shanghai Chongxing Pet Products Major Business

Table 161. Shanghai Chongxing Pet Products Functional Pet Wet Food Product and Services

Table 162. Shanghai Chongxing Pet Products Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. Shanghai Chongxing Pet Products Recent Developments/Updates

Table 164. Shanghai Chongxing Pet Products Competitive Strengths & Weaknesses

Table 165. Shandong KERES Animal Nutrition Basic Information, Manufacturing Base and Competitors

Table 166. Shandong KERES Animal Nutrition Major Business

Table 167. Shandong KERES Animal Nutrition Functional Pet Wet Food Product and Services

Table 168. Shandong KERES Animal Nutrition Functional Pet Wet Food Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 169. Shandong KERES Animal Nutrition Recent Developments/Updates

Table 170. Shandong KERES Animal Nutrition Competitive Strengths & Weaknesses

Table 171. Global Key Players of Functional Pet Wet Food Upstream (Raw Materials)

Table 172. Global Functional Pet Wet Food Typical Customers

Table 173. Functional Pet Wet Food Typical Distributors

List Of Figures

LIST OF FIGURES

- Figure 1. Functional Pet Wet Food Picture
- Figure 2. World Functional Pet Wet Food Production Value: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Functional Pet Wet Food Production Value and Forecast (2021-2032) & (USD Million)
- Figure 4. World Functional Pet Wet Food Production (2021-2032) & (Kilotons)
- Figure 5. World Functional Pet Wet Food Average Price (2021-2032) & (US\$/Ton)
- Figure 6. World Functional Pet Wet Food Production Value Market Share by Region (2021-2032)
- Figure 7. World Functional Pet Wet Food Production Market Share by Region (2021-2032)
- Figure 8. North America Functional Pet Wet Food Production (2021-2032) & (Kilotons)
- Figure 9. Europe Functional Pet Wet Food Production (2021-2032) & (Kilotons)
- Figure 10. China Functional Pet Wet Food Production (2021-2032) & (Kilotons)
- Figure 11. Japan Functional Pet Wet Food Production (2021-2032) & (Kilotons)
- Figure 12. Functional Pet Wet Food Market Drivers
- Figure 13. Factors Affecting Demand
- Figure 14. World Functional Pet Wet Food Consumption (2021-2032) & (Kilotons)
- Figure 15. World Functional Pet Wet Food Consumption Market Share by Region (2021-2032)
- Figure 16. United States Functional Pet Wet Food Consumption (2021-2032) & (Kilotons)
- Figure 17. China Functional Pet Wet Food Consumption (2021-2032) & (Kilotons)
- Figure 18. Europe Functional Pet Wet Food Consumption (2021-2032) & (Kilotons)
- Figure 19. Japan Functional Pet Wet Food Consumption (2021-2032) & (Kilotons)
- Figure 20. South Korea Functional Pet Wet Food Consumption (2021-2032) & (Kilotons)
- Figure 21. ASEAN Functional Pet Wet Food Consumption (2021-2032) & (Kilotons)
- Figure 22. India Functional Pet Wet Food Consumption (2021-2032) & (Kilotons)
- Figure 23. Producer Shipments of Functional Pet Wet Food by Manufacturer Revenue (\$MM) and Market Share (%): 2025
- Figure 24. Global Four-firm Concentration Ratios (CR4) for Functional Pet Wet Food Markets in 2025
- Figure 25. Global Four-firm Concentration Ratios (CR8) for Functional Pet Wet Food Markets in 2025
- Figure 26. United States VS China: Functional Pet Wet Food Production Value Market

Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Functional Pet Wet Food Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Functional Pet Wet Food Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Functional Pet Wet Food Production Market Share 2025

Figure 30. China Based Manufacturers Functional Pet Wet Food Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Functional Pet Wet Food Production Market Share 2025

Figure 32. World Functional Pet Wet Food Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Functional Pet Wet Food Production Value Market Share by Type in 2025

Figure 34. Wet Food For Cats

Figure 35. Wet Food For Dogs

Figure 36. World Functional Pet Wet Food Production Market Share by Type (2021-2032)

Figure 37. World Functional Pet Wet Food Production Value Market Share by Type (2021-2032)

Figure 38. World Functional Pet Wet Food Average Price by Type (2021-2032) & (US\$/Ton)

Figure 39. World Functional Pet Wet Food Production Value by Grain Formulation, (USD Million), 2021 & 2025 & 2032

Figure 40. World Functional Pet Wet Food Production Value Market Share by Grain Formulation in 2025

Figure 41. Grain-inclusive

Figure 42. Grain-free

Figure 43. World Functional Pet Wet Food Production Market Share by Grain Formulation (2021-2032)

Figure 44. World Functional Pet Wet Food Production Value Market Share by Grain Formulation (2021-2032)

Figure 45. World Functional Pet Wet Food Average Price by Grain Formulation (2021-2032) & (US\$/Ton)

Figure 46. World Functional Pet Wet Food Production Value by Life Stage, (USD Million), 2021 & 2025 & 2032

Figure 47. World Functional Pet Wet Food Production Value Market Share by Life Stage in 2025

Figure 48. Kitten

Figure 49. Adult

Figure 50. World Functional Pet Wet Food Production Market Share by Life Stage (2021-2032)

Figure 51. World Functional Pet Wet Food Production Value Market Share by Life Stage (2021-2032)

Figure 52. World Functional Pet Wet Food Average Price by Life Stage (2021-2032) & (US\$/Ton)

Figure 53. World Functional Pet Wet Food Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 54. World Functional Pet Wet Food Production Value Market Share by Application in 2025

Figure 55. Online Sales

Figure 56. Offline Sales

Figure 57. World Functional Pet Wet Food Production Market Share by Application (2021-2032)

Figure 58. World Functional Pet Wet Food Production Value Market Share by Application (2021-2032)

Figure 59. World Functional Pet Wet Food Average Price by Application (2021-2032) & (US\$/Ton)

Figure 60. Functional Pet Wet Food Industry Chain

Figure 61. Functional Pet Wet Food Procurement Model

Figure 62. Functional Pet Wet Food Sales Model

Figure 63. Functional Pet Wet Food Sales Channels, Direct Sales, and Distribution

Figure 64. Methodology

Figure 65. Research Process and Data Source

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