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

https://marketpublishers.com/r/GE14F55133F6EN.html
Date: November 2026
Pages: 190
Price: US$ 4,480.00 (Single User License)
ID: GE14F55133F6EN

Abstracts

The global Raw Pet Food market size is expected to reach $ 10935 million by 2032, rising at a market growth of 9.3% CAGR during the forecast period (2026-2032).

In 2025, global production of Raw Pet Food reached approximately 1.6 million metric tons, with an average price of around USD 3,850 per metric ton. Raw Pet Food refers to pet foods that are minimally processed, centered on fresh raw ingredients, and mimic the natural dietary habits of pets, typically formulated with raw meat, raw bones, organs, and small amounts of fruits and vegetables, preserved through freezing or freeze-drying, emphasizing the concepts of "ancestral diet" and "minimal processing." Main product forms include raw patties, raw meat bites, frozen raw food, and freeze-dried raw food. Formulations cover single-protein, multi-protein blend, and whole-prey recipes. Target species are primarily canine and feline, with recent expansion to carnivorous pets such as ferrets. Products are characterized by high meat content (typically ?95%), grain-free formulations, no artificial additives, and retention of natural enzyme activity. Distribution channels cover online e-commerce platforms, offline pet specialty stores, veterinary clinics, and high-end supermarkets.

The global Raw Pet Food market is in a rapid growth phase, driven primarily by the deepening pet humanization trend, increasing pet owner concerns about the safety of processed foods, the growing popularity of the ancestral diet concept, and the commercial viability enabled by advances in freeze-drying and cold chain technologies. North America is the largest raw pet food market globally, with high brand concentration and leading consumer acceptance of raw feeding; Europe shows steady growth with high attention to animal welfare and natural ingredients; Asia-Pacific is the fastest-growing region, driven by rapidly increasing demand for imported raw pet foods among high-end consumers in China's first-tier cities. Industry trends are focused on whole-

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prey formulations, application of HPP high-pressure sterilization technology to ensure safety while preserving nutrition, expansion of functional raw food formulations, and exploration of sustainable protein sources. Future deepening of consumer education, improvement of cold chain logistics infrastructure, and advancement of raw food formulation standardization will collectively drive sustained high-speed growth of the Raw Pet Food market.

Report Scope

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

This report is a detailed and comprehensive analysis of the world market for Raw Pet 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 Raw Pet Food that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Raw Pet Food total production and demand, 2021-2032, (Kiloton)

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

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

Global Raw Pet Food consumption by region & country, CAGR, 2021-2032 & (Kiloton)

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

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

Global Raw Pet Food production by Type, production, value, CAGR, 2021-2032,

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(USD Million) & (Kiloton)

Global Raw Pet Food production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kiloton)

This report profiles key players in the global Raw Pet 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 Open Farm, The Honest Kitchen, ACANA, Orijen, Animonda, Stella & Chewy's, BIO BISCUIT, Hill's Pet Nutrition, Purina, Royal Canin, 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 Raw Pet Food market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (Kiloton) 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 Raw Pet Food Market, By Region:

United States

China

Europe

Japan

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South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Raw Pet Food Market, Segmentation by Type:

Dry Food

Wet Food

Global Raw Pet Food Market, Segmentation by Grain Formulation:

Grain-inclusive

Grain-free

Global Raw Pet Food Market, Segmentation by Crude Fiber Content:

Low Fiber (< 3%)

Standard Fiber (3%-8%)

High Fiber (> 8%)

Global Raw Pet Food Market, Segmentation by Application:

Dogs

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Cats

Others

Companies Profiled:

Open Farm

The Honest Kitchen

ACANA

Orijen

Animonda

Stella & Chewy’s

BIO BISCUIT

Hill's Pet Nutrition

Purina

Royal Canin

Mars Petcare

Dalian Youchong

FUBEI (SHANGHAI)

Petpal Pet Nutrition Technology

Yantai China Pet Foods

Jasper Pet Care Products

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PEPTIDO(Beijing) International Biotechnology

Guaibao Pet Food Group

Shanghai Bridge PetCare

Jiangsu JIA Pet Products

Shenzhen Freeze-Dried Pet Products

Shanghai Navarch Pet Products

Huaxing Pet Food

Xingtai Nuode Pet Products

Zhejiang Ji Chong Animal Nutrition Technology

Shanghai Yiyun Pet Products

Shanghai Chongxing Pet Products

Shandong KERES Animal Nutrition

Key Questions Answered

1. How big is the global Raw Pet Food market?
2. What is the demand of the global Raw Pet Food market?
3. What is the year over year growth of the global Raw Pet Food market?
4. What is the total value of the global Raw Pet Food market?
5. Who are the Major Players in the global Raw Pet Food market?
6. What are the growth factors driving the market demand?

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