Asia Pacific Pet Food Market Size, Share & Trends Analysis Report By Product (Wet Pet Food, Dry Pet Food, Snacks/Treats), By Pet Type (Cats, Dogs), By Category, By Distribution Channel, By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

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Asia Pacific Pet Food Market Size & Trends

The Asia Pacific pet food market size was estimated at USD 20.97 billion in 2024 and is expected to grow at a CAGR of 6.7% from 2025 to 2030. The pet food market in the Asia Pacific region is witnessing robust growth, largely driven by rising pet ownership and the growing humanization of pets. As urbanization increases and more individuals live in nuclear families or alone, pets are increasingly seen as companions and integral members of the household. This shift in perception has led to higher emotional investments in pets and a greater willingness to spend on their care, especially when it comes to high-quality food that meets their health and nutritional needs.

With more middle-class households and nuclear family setups in countries such as China, India, Japan, South Korea, and Southeast Asia, there is a growing emotional attachment to pets. Pets are increasingly seen as family members rather than just animals, which has led to higher spending on quality food, healthcare, and accessories-mirroring human consumption behavior.

The influence of Western pet culture is also making a strong impact in the region. Social media, international travel, and exposure to global trends have introduced Asian consumers to advanced pet care practices, including regular vet visits, grooming, and

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feeding pets with premium food brands. This cultural shift is accelerating demand not only for pet food but for pet lifestyle products as a whole.

In addition, the rise of e-commerce and modern retail channels has made pet food more accessible. Online platforms offer a wide range of options and deliver convenience, especially in emerging markets where physical pet stores may be limited. Subscription-based delivery services and loyalty programs are also encouraging repeat purchases.

Moreover, growing awareness about pet health and nutrition is leading consumers to choose scientifically formulated pet food. With increased concerns around pet obesity, digestive issues, and allergies, owners are opting for functional foods enriched with probiotics, vitamins, and other beneficial nutrients. As regulatory standards improve and local production increases, the pet food industry in Asia Pacific is well-positioned for sustained growth.

Furthermore, the digital and e-commerce landscape has been pivotal in shaping consumer product adoption trends in the pet food market. The ease of online shopping and the availability of information through digital platforms have empowered consumers to make informed choices about their snack purchases. Brands leveraging e-commerce channels and employing digital marketing strategies are well-positioned to reach and engage with a broad audience in the competitive pet food market.

In April 2025, Godrej Consumer Products Ltd. (GCPL) entered the pet care industry with the launch of its dog food brand, Ninja, under its new subsidiary, Godrej Pet Care. With the Indian pet food market valued at Rs 5,000 crore and strong growth expected, GCPL aims to capture a significant market share and is targeting Rs 500 crore in revenue from Ninja within five years, initially focusing on the southern market before expanding across India.

Asia Pacific Pet Food Market Report Segmentation

This report forecasts revenue growth at the regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For the purpose of this study, Grand View Research has segmented the Asia Pacific pet food market report on the basis of product, pet type, category, distribution channel, and country.

Product Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

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Wet Pet Food

Dry Pet Food

Snacks/Treats

Pet Type Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Cats

Dogs

Others

Category Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Traditional Pet Food

Specialist Veterinary Nutrition

- Cats
- Dogs
- Others

Distribution Channel Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Supermarkets & Hypermarkets

Convenience Stores

E-commerce

Pet Specialty Stores

Others

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Country Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Asia Pacific

China

Japan

India

Australia & New Zealand

South Korea

Companies Mentioned

The J.M. Smucker Company
Nestl? Purina
Mars, Incorporated
LUPUS Alimento
Total Alimentos
Hill's Pet Nutrition, Inc.
General Mills Inc.
WellPet LLC
The Hartz Mountain Corporation
Diamond Pet Foods

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