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China 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 (Convenience Stores, E-commerce), And Segment Forecasts, 2025 - 2030

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Abstracts

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China Pet Food Market Size & Trends

The China pet food market size was estimated at USD 6.64 billion in 2024 and is expected to grow at a CAGR of 7.3% from 2025 to 2030. Factors such as increasing loneliness, declining birth rates, and the desire for companionship have contributed to a surge in demand for pets, particularly in countries like China. Millennials, in particular, view pets as a way to practice or substitute parenthood. At the same time, older generations find comfort in pets due to empty nest syndrome, creating strong demand across various age groups.

A growing emphasis on pet health and wellness is a key driver of the pet food market in China. Chinese pet owners are becoming increasingly aware of the connection between nutrition and long-term health, which is driving demand for organic, grain-free, raw, and functional pet food products. There is a noticeable shift toward formulas that address specific health concerns such as allergies, digestive health, joint mobility, and skin and coat care. In response, pet food brands in China are launching more scientifically developed, nutritionally advanced products to meet these evolving needs.

The sharp rise in pet ownership, accelerated during and after the COVID-19 pandemic, has significantly expanded the pet consumer base in China. Many households adopted pets during lockdowns, and this momentum has continued post-pandemic. As a result, there is not only a growth in pet food volume but also a marked shift toward premium, clean-label products that are tailored to a pet's breed, age, and lifestyle. This trend highlights a deeper emotional investment in pet care and a willingness among Chinese consumers to prioritize quality and specialization in pet nutrition.

To meet this demand, domestic players in China are investing heavily in product R&D, incorporating traditional Chinese ingredients (such as goji berries or Chinese herbs) into pet nutrition. They are also embracing transparency and clean-label practices, offering clear information on ingredient sourcing and nutritional benefits. E-commerce platforms like JD.com and Tmall have made premium and imported pet foods widely accessible, while local brands are enhancing their presence with targeted digital marketing, pet influencer partnerships, and AI-driven recommendations for pet nutrition.

China Pet Food Market Report Segmentation

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

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

Wet Pet Food

Dry Pet Food

Snacks/Treats

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

Cats

Dogs

Others

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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

Companies Mentioned

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

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List Of Tables

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