

# **Europe 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), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Europe Pet Food Market Size & Trends**

The Europe pet food market size was estimated at USD 36.39 billion in 2024 and is projected to grow at a CAGR of 4.1% from 2025 to 2030. The humanization of pets is a significant driver in the European pet food industry, with pet owners seeking food options that align with their tastes and preferences. This has led to a rise in premium pet food products, including natural, raw, and organic options, giving pet parents a wide variety of choices. Consumers are now more invested in their pets' health, pushing demand for high-quality ingredients and specialized diets.

Specialist pet food products targeting specific health benefits have seen strong growth, with luxury, healthy, and functional foods becoming mainstream. Pet owners are increasingly focused on their pets' nutrition, leading to a shift from basic pet foods to more sophisticated formulas that not only provide essential nutrients but also promote overall well-being.

The pet food market in Europe offers a wide range of options, from complete raw meals to wet, dry, and specially formulated treats. FEDIAF, representing pet food

manufacturers across Europe, emphasizes the importance of blending diverse ingredients like meat, fish, vegetables, and vitamins to create nutritionally balanced and enjoyable meals for pets. This variety allows owners to choose products that cater specifically to their pets' needs.

As per the data published by the FEDIAF in 2023, there were approximately 340 million pets in Europe in 91 million households in 2022, and approximately 46% of the households in Europe own at least one pet. Moreover, 26% and 25% of the households owned cats and dogs as pets, respectively. According to the same report, Europe is home to 150 pet food manufacturers with more than 200 production plants in Europe, as customized products, comprising those aiming at health benefits, continue to be popular and are estimated to witness significant growth in the near future.

Manufacturers are focusing on cleaner labels, using natural and organic ingredients, and avoiding artificial additives and preservatives. This aligns with the preferences of health-conscious pet owners who want to provide their pets with the best possible nutrition. As a result, the market is seeing an influx of wet pet food products that emphasize high quality, wholesome ingredients, further fueling market growth.

In April 2025, BioCraft Pet Nutrition and Prefera Petfood announced the launch of Europe's first cat food made almost entirely from cultured mouse meat, marking a major milestone in sustainable and innovative pet nutrition. The new product, called "mouse mousse," is composed of 99% animal cell-cultured mouse meat, closely mimicking a cat's natural prey diet while aiming to surpass conventional pet food in nutritional quality and safety.

## Europe 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 this study, Grand View Research has segmented the Europe pet food market report based on product, pet, category, distribution channel, and region:

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

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

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

Europe

Germany

UK

France

Italy

Spain

### **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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