

# Europe Pet Food Packaging Market Size, Share & Trends Analysis Report By Material (Paper & Paperboard, Plastic, Metal, And Others), By Product, By End-Use, By Food Type, By Application, By Country, And Segment Forecasts, 2023 - 2030

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## Abstracts

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### Europe Pet Food Packaging Market Growth & Trends

The Europe pet food packaging market size is expected to reach USD 4.4 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 4.4% over the forecast period.

In 2021, more than 88 million households in Europe own a pet. According to the report of Europe pet food organization a dog or cat owner spends approximately USD 100 to 200 on pet food per annum. In the past couple of years, owners have been treating pets as their family members, and thus provide them with expensive organic and natural pet foods and treats. This trend combined with high disposable income of consumers, especially in North America and Europe, has contributed to the sales of premium pet food products. Majority of youngsters and couples prefer living separately, which pushes the concept of nuclear families. It is observed that people living separately generally adopt pets, which is expected to drive the market for pet food over the forecast period which in turn creating positive impact on pet food packaging industry.

Recent advancements in communication and information technologies, coupled with emerging trend of online shopping in the pet food industry, have created novel data sources and generated new opportunities for the assessment of consumer perception

and preference. Further, demand for nutritious and healthier pet food is estimated to increase in the near future, as consumers are inclined towards providing a suitable diet for their pets. Additionally, as pet owners strive for super premium pet food, there is an opportunity for smaller domestic brands to expand their presence in the pet food market with organic, natural, and locally developed ingredients. Thus, increasing demand for innovative pet food is attributed to drive the market for special packaging material to retain the composition of the food.

Key pet food manufacturers are increasingly investing in the expanding the product portfolio. For instance, In April 2021, Nestlé? Purina has invested has planned to invest USD 35.1 million in its pet food processing operations in China. This step was taken by the company to expand it wet & dry pet food processing. Thus, the increasing demand for pet food is creating enormous opportunity for packaging material.

### Europe Pet Food Packaging Market Report Highlights

The plastic dominated the market with a revenue share of 38.8% in the source segment in 2022. Owing to the increasing demand for packaged pet food, surging trade activities, and growing dependency of customers on online delivery of the pet foods. Additionally, the easy availability of polyethylene, along with its affordable price, is anticipated to result in the growth of polyethylene segment of pet food packaging material market in Europe over the forecast period.

The bags & pouches accounted for the highest revenue share of 50.6% in 2022 owing to its applicability and functionality of offering excellent protection to the packaged goods and products.

Dog food emerged as dominating product segment with a revenue share of 35.6% in 2022. Growing pet owners concerns toward dog health have increased the spending on premium dog foods. Further, Dog obesity is one of the most common health concerns amongst dog owners. All these factors collectively are expected to boost the demand for quality dog food over the forecast period which in turn creating opportunity for packaging material.

The wet food packaging segment is anticipated to have the highest revenue share of 45.5% in 2022.

The European pet food packaging market is dominated by UK in the year 2022.

Owing to high per capita expenditure on pet food in the country and rising trend of pet humanization.

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