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North America Pet Food Market Size, Share & Trends Analysis Report By Product (Wet Pet Food, Dry Pet Food, Snacks/Treats), By Pet Type, By Category, By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

https://marketpublishers.com/r/N4F890C1E261EN.html
Date: May 2025
Pages: 150
Price: US$ 3,950.00 (Single User License)
ID: N4F890C1E261EN

Abstracts

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North America Pet Food Market Trends

The North America pet food market size was estimated at USD 51.02 billion in 2024 and is projected to grow at a CAGR of 4.5% from 2025 to 2030. The North American market, particularly in the United States and Canada, has been experiencing robust growth due to evolving consumer lifestyles, the increasing humanization of pets, and a heightened focus on pet health and wellness.

In the United States, approximately 66% of households owned a pet in 2023, according to the American Pet Products Association (APPA), translating to over 86 million homes. This surge in pet ownership has led to a rise in demand for both traditional and premium pet food products. The U.S. pet food market alone was valued at over USD 44 billion in 2023, and it continues to grow steadily with increasing expenditure on high-quality and specialized pet diets.

One major factor contributing to this growth is the shift toward the humanization of pets, where owners treat pets as integral family members. This emotional bond is driving demand for natural, organic, grain-free, raw, and functional pet foods that mimic human food trends. U.S. consumers are particularly drawn to products that promote digestive health, joint support, and weight control, reflecting a parallel between human and pet dietary preferences. This has led to significant investments in research and development by pet food companies aiming to cater to niche needs, including probiotic-enriched formulas, vegan alternatives, and allergen-specific diets.

Pet owners are also more informed about specific dietary needs and health conditions, leading to a rise in demand for specialized wet pet food products. Many wet pet food brands are now offering tailored formulations designed to address common pet health issues, such as weight management, digestive health, and joint support. This trend reflects the broader movement towards functional foods, where the focus is not just on basic nutrition but on providing additional health benefits. By catering to these needs, wet pet food manufacturers are capitalizing on the growing interest in pet health and wellness.

In addition, the rise in chronic health conditions among pets, such as obesity and diabetes, is influencing the wet pet food market. Wet pet food, with its lower calorie density and higher water content, is often recommended by veterinarians for managing these conditions. As a result, pet owners are increasingly opting for wet food to help prevent or manage health issues in their pets. This has led to a surge in demand for wet pet food products that offer balanced nutrition and support overall health.

Moreover, the increasing concern for pet health is driving innovation within the wet pet food market. 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 December 2024, Fruitables announced a dynamic rebrand along with the launch of a new Chicken & Cranberry Baked Biscuits dog treat. This move reflects the brand’s commitment to providing nutritious, guilt-free treats as the pet treat market grows and pet owners increasingly seek healthier options. The new treats are under 10 calories per biscuit, made with high-quality ingredients like pumpkin and cranberries, and are free from artificial colors, preservatives, and flavors. They are baked in the USA and designed to support pet health and combat pet obesity.

North America 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

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2018 to 2030. For this study, Grand View Research has segmented the North America pet food market report based on the product, pet type, 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

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E-commerce

Pet Specialty Stores

Others

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

North America

U.S.

Canada

Mexico

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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