

Pet Food E-commerce Market Size, Share & Trends Analysis Report By Pet Type (Dogs, Cats), By Price Range (Economy, Mid-range, Premium), By Region (North America, Europe, Asia Pacific), And Segment Forecasts, 2025 - 2033

<https://marketpublishers.com/r/P486035769FFEN.html>

Date: December 2025

Pages: 110

Price: US\$ 3,950.00 (Single User License)

ID: P486035769FFEN

Abstracts

Summary

The global pet food e-commerce market size was estimated at USD 19.18 billion in 2024 and is projected to reach USD 37.56 billion in 2033, growing at a CAGR of 7.8% from 2025 to 2033. The rising pet humanization and demand for premium, health-focused diets, combined with the convenience of fast delivery, subscriptions, and seamless digital shopping, are some of the factors that are fueling the growth of the industry.

The expanding presence of D2C and personalized pet food brands further reinforces the shift toward online purchasing. Pet owners worldwide increasingly treat pets as family members, driving demand for high-quality, specialized, and health-focused nutrition. As consumers shift toward premium, organic, grain-free, and functional diets, they turn to e-commerce platforms for wider product availability than local retail stores can provide. This change is particularly strong among Millennials and Gen Z, who prioritize wellness ingredients, preventive care, and vet-recommended formulations that rely heavily on digital research and online reviews before purchasing.

Widespread penetration of smartphones, digital wallets, and mobile-first marketplaces has made online shopping seamless in both developed and emerging markets. Platforms such as Amazon, Chewy, Zooplus, JD.com, Tmall, Shopee, and Mercado Libre offer a superior user experience through secure payments, fast delivery,

personalized recommendations, and easy reorder features. Improved logistics networks and last-mile delivery capabilities have also expanded the reach of online pet food delivery, making e-commerce the default channel for many urban households.

Global Pet Food E-commerce Market Report Segmentation

This report forecasts revenue growth at country level and provides an analysis of the latest trends and opportunities in each of the sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the Global pet food e-commerce market based on pet type, price range, and region.

Pet Type Outlook (Revenue, USD Million, 2021 - 2033)

Dogs

Dry Food

Wet Food

Snacks/Treats

Cats

Dry Food

Wet Food

Snacks/Treats

Others

Dry Food

Wet Food

Snacks/Treats

Price Range Outlook (Revenue, USD Million, 2021 - 2033)

Economy

Mid-Range

Premium

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia

South Korea

Central & South America

Brazil

Middle East & Africa

South Africa

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