

Thailand Pet Food E-commerce Market Size, Share & Trends Analysis Report By Pet Type (Dog (Dry Food, Wet Food, Snacks/Treats), Cat, Others), By Price Range (Economy, Mid-range, Premium), And Segment Forecasts, 2026 - 2033

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Abstracts

The Thailand pet food e-commerce market size was estimated at USD 185.7 million in 2025 and is projected to reach USD 361.4 million by 2033, growing at a CAGR of 8.8% from 2026 to 2033. The expansion of e-commerce platforms, logistics & last-mile delivery, premiumization, and the demand for specialized/health-focused formulas, as well as urbanization, higher disposable incomes, and lifestyle changes, are some of the factors fueling the industry's growth.

The rapid growth of e-commerce platforms such as Shopee and Lazada has significantly boosted the market. These platforms offer a wide range of pet food brand products, enabling convenient price comparisons, discount offers, and doorstep delivery. Advancements in digital payment systems and improved logistics networks, especially in urban and semi-urban regions, have enhanced customer experience. In addition, the efficient last-mile delivery services and temperature-controlled logistics ensure that pet food products are delivered fresh and on time. The expansion of online retail infrastructure continues to encourage pet owners to shift from offline to online purchasing channels.

Thailand's increasing urbanization and rising disposable income levels are major factors propelling online pet food sales. As more people live in cities and lead fast-paced lifestyles, consumers prefer the convenience of ordering pet supplies online. Dual-income households and single professionals are increasingly treating pets as family members and prioritizing high-quality, premium pet food. The shift toward smaller

families and an aging population has also led to higher pet-related spending. Moreover, tech-savvy consumers are incorporating online shopping into their daily routines. These socioeconomic and lifestyle trends collectively drive sustained market growth.

Thailand 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-segments from 2021 to 2033. For this study, Grand View Research has segmented the Thailand pet food e-commerce market based on pet type and price range:

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

This report can be delivered to the clients within 5 Business Days

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