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UK 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, And Segment Forecasts, 2025 - 2030

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Abstracts

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UK Pet Food Market Size & Trends

The UK pet food market size was estimated at USD 3.01 billion in 2024 and is expected to grow at a CAGR of 3.8% from 2025 to 2030. The industry is experiencing strong and sustained growth, primarily fueled by an increase in pet ownership and the deepening emotional bond between people and their pets. As more individuals live in smaller households or on their own, particularly in urban areas, pets are being treated as valued companions and family members. This change in attitude has significantly influenced consumer spending habits, with pet owners increasingly prioritizing the health and well-being of their animals. As a result, there is a rising demand for premium, nutritious pet food products that support overall wellness, reflect human food trends, and align with the desire to provide pets with the best possible care.

The UK pet food industry is seeing a strong shift toward high-quality, nutrition-focused offerings, driven by pet owners who are increasingly concerned about the health and longevity of their animals.

Another important factor behind the rising demand is the growing humanization of pets. Pet owners are seeking premium, health-focused, and specialized food options, including organic, functional, and gourmet pet foods. There is also a heightened awareness around pet health and nutrition, leading to higher demand for products that are high in protein, grain-free, and made with natural ingredients. Brands that emphasize transparency and offer nutritional benefits are gaining strong consumer preference.

Sustainability trends are also playing a key role in shaping the industry. Environmentally conscious consumers are showing more interest in eco-friendly and sustainable pet food options, including plant-based and lab-grown alternatives. Notably, the UK has become the first country in Europe to approve lab-grown meat for pet food, signaling a shift toward greener choices in pet nutrition.

The industry hosts a diverse range of brands, catering to varying preferences, budgets, and pet needs. Well-established global brands such as Royal Canin, Hill’s Science Plan, Purina, and Pedigree continue to dominate in both mainstream retail and veterinary-recommended segments due to their longstanding reputations for nutritional research and quality. However, there is growing competition from premium and boutique brands like Lily’s Kitchen, Edgard & Cooper, Forthglade, and Pooch & Mutt, which emphasize natural, locally sourced ingredients and sustainable packaging. These brands resonate with ethically minded consumers and are particularly popular in specialty stores and online platforms.

Moreover, newer entrants are innovating with raw, freeze-dried, and insect-based proteins, such as Yora and Scrumbles, meeting the demands of eco-conscious pet owners. This wide availability of brands, each with unique selling points, gives UK consumers plenty of choice when it comes to feeding their pets high-quality, tailored nutrition.

UK Pet Food Market Report Segmentation

This report forecasts volume and revenue growth at the country level 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 UK pet food market report on the basis of product, pet type, category, and distribution channel:

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

Companies Mentioned

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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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