

U.S. 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, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Pet Food Market Size & Trends

The U.S. pet food market size was estimated at USD 43.45 billion in 2024 and is expected to grow at a CAGR of 4.3% from 2025 to 2030. The U.S. pet food market is expanding rapidly due to several interrelated factors and consumer trends. A key driver is the growing humanization of pets, where owners treat pets as family members and are increasingly willing to invest in their health and well-being. This has fueled demand for premium, organic, and customized pet food options that emphasize high-quality ingredients, nutritional value, and transparency in sourcing. A growing focus on pet health and wellness is another major driver. Consumers are now more aware of the link between diet and a pet's long-term health, leading to heightened interest in organic, grain-free, raw, and functional pet foods. Products that support specific health issues, such as allergies, digestive problems, joint support, or skin and coat care, are particularly in demand. The pet food market is adapting by introducing more scientifically formulated and nutritionally rich options.

The rise in pet ownership, especially during and after the COVID-19 pandemic, has significantly expanded the consumer base. Many people adopted pets during lockdowns, and this trend has continued, contributing to an increase in overall pet food consumption. Additionally, consumers are not just buying more food—they are choosing

products that are premium, clean-label, and tailored to the specific needs of their pets' breed, age, or lifestyle.

Premiumization is also shaping the market. U.S. consumers are placing greater value on quality and safety, favoring pet food brands that offer gourmet, limited-ingredient, or human-grade formulations. This premium shift is supported by transparency trends, where pet owners prefer brands that disclose sourcing, use sustainable ingredients, and offer eco-friendly packaging solutions. For instance, Mars Petcare announced a significant sustainability initiative to incorporate recycled plastic into its pet food packaging, marking a pioneering step in the industry. In collaboration with chemical company SABIC and packaging specialist Huhtamaki, Mars aims to reduce its use of virgin plastics and promote a circular economy.

Furthermore, factors such as the presence of domestic manufacturers occupying a major share in the global market and the development of specialized formulations with various packaging options are expected to surge the market growth and pose a challenge to both small and large formulators attempting to gain a high market share. The J.M. Smucker Company, The Hartz Mountain Corporation, Mars, Incorporated, Hill's Pet Nutrition, Inc., Nestlé, Purina, ANI BRANDS, Petco Animal Supplies, Inc., General Mills Inc., and WellPet LLC are among the prominent manufacturers and distributors of pet food products in North America.

U.S. Pet Food Market Report Segmentation

This report forecasts 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 U.S. 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

E-commerce

Pet Specialty Stores

Others

Companies Mentioned

The J.M. Smucker Company

Nestlé 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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