

# Organic and Natural Pet Food Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## **Abstracts**

#### Report Overview:

The global natural pet food market size reached US\$ 27.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 40.2 Billion by 2028, exhibiting a growth rate (CAGR) of 8.2% during 2023-2028. Moreover, the global organic pet food market size reached US\$ 2,087 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3,840 Million by 2028, exhibiting a growth rate (CAGR) of 11.09% during 2023-2028.

Natural pet food consists of organic ingredients that are free from synthetic fertilizers, pesticides, antibiotics, artificial coloring, and chemical by-products. Organic pet food offers several health benefits for pets, including boosting immunity, reducing skin ailments and allergies, minimizing digestive disorders, improving life expectancy, and maintaining a healthy weight. Based on the texture, the food mostly comes in the form of snacks, treats, kibble, liquid supplements, pellets, etc., available in bags, pouches, cans, and trays of varying sizes and shapes.

The increasing demand for organic and natural pet food can be attributed to the growing number of pet ownerships coupled with rising consumer awareness towards pet health. Additionally, rapid urbanization coupled with the high prevalence of family nuclearization has led to the rising adoption of pets, across both developed and emerging regions. In line with this, the elevating consumer living standards supported by their increasing disposable income levels have propelled the per capita expenditures on premium pet care products. The prevalent trend of pet humanization where the pet owners treat their pets as a family member, is also driving the demand for high-quality and organic pet



food. Apart from this, the wide availability of natural pet food across several distribution channels coupled with the emergence of e-commerce platforms has also augmented the market growth. Moreover, the rising demand for pet food with customized diets and pet meal plans accompanied by door-step delivery is driving the online sales of pet food. In addition to this, numerous celebrity endorsements along with various awareness programs are promoting the demand for nutrient-rich pet food that is healthy and safe for consumption. Furthermore, the rapid establishment of several animal health clinics, shelters, and pet care service centers have also bolstered the demand for organic pet food. Additionally, various pet food manufacturers are acquiring organic pet food companies for expanding their product portfolios. furthermore, several key players are launching innovative product variants with flavor enhancers, prolonged shelf life, and high nutritional content.

Key Market Segmentation:

Breakup by Packaging Type:

IMARC Group provides an analysis of the key trends in each segment of the global organic and natural pet food market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on pet type, product type, packaging type and distribution channel.

Global Organic Pet Food Market:

Breakup by Pet Type:

Dog Food

Cat Food

Others

Breakup by Product Type:

Dry Pet Food

Wet and Canned Pet Food

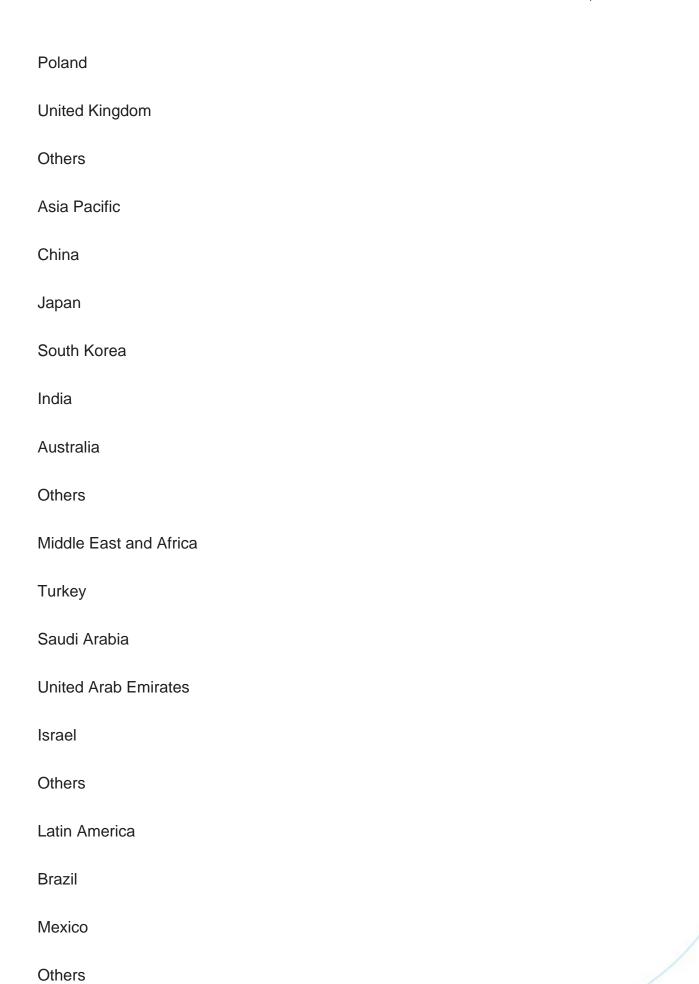
Snacks and Treats



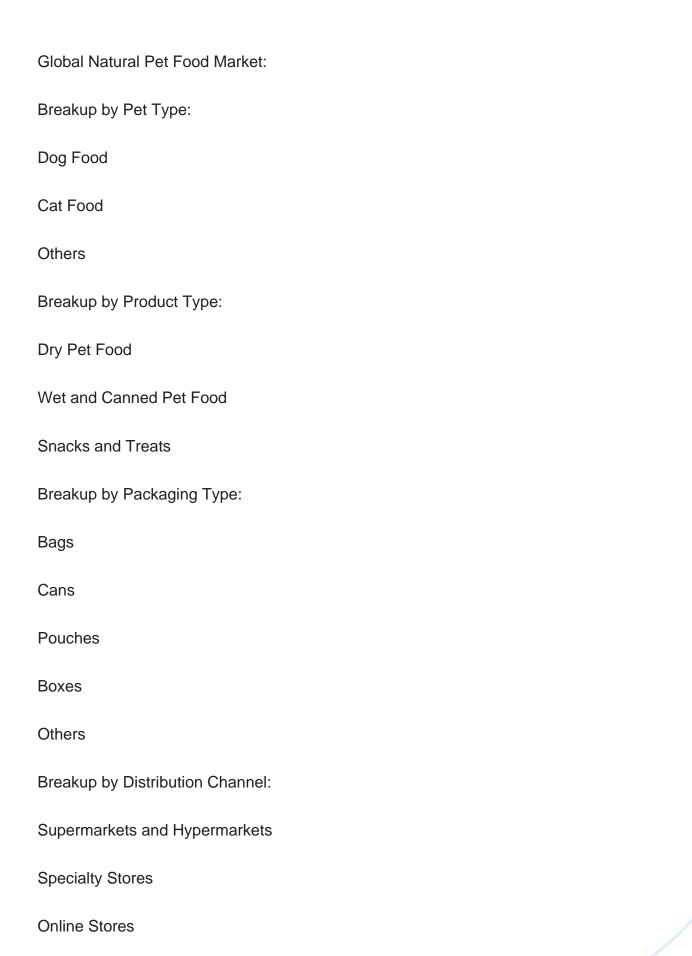
Bags
Cans
Pouches
Boxes
Others
Breakup by Distribution Channel:
Supermarkets and Hypermarkets
Specialty Stores
Online Stores
Others
Breakup by Region:
North America
United States
Canada
Europe
Germany
France
Italy

Spain











Others
Breakup by Region:
North America
United States
Canada
Europe
Germany
France
Italy
Spain
Poland
United Kingdom
Others
Asia Pacific
China
Japan
South Korea
India
Australia

Others



Middle East and Africa
Turkey
Saudi Arabia
United Arab Emirates
Israel
Others
Latin America
Brazil
Mexico
Others
Competitive Landscape:
The competitive landscape of the industry has also been examined with some of the key players being PetGuard Holdings, LLC, Nestl? Purina Pet Care (Nestl? Holdings, Inc.), Newman's Own, Evanger's Dog & Cat Food Company, Inc, Lily's Kitchen (Nestle Purina PetCare), Avian Organics, Castor & Pollux Natural Petworks (Merrick Pet Care, Inc.), and Yarrah (AAC Capital).
Key Questions Answered in This Report

3. What are the key factors driving the global organic and natural pet food market?

2. What is the expected growth rate of the global organic and natural pet food market

1. What was the size of global organic and natural pet food market in 2022?

during 2023-2028?

4. What has been the impact of COVID-19 on the global organic and natural pet food



#### market?

- 5. What is the breakup of the global organic and natural pet food market based on the pet type?
- 6. What is the breakup of global organic and natural pet food market based on the product type?
- 7. What is the breakup of global organic and natural pet food market based on the packaging type?
- 8. What is the breakup of global organic and natural pet food market based on the distribution channel?
- 9. What are the key regions in the global organic and natural pet food market?
- 10. What are the key players/companies in the global organic and natural pet food market?



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