

# 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:

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

##### Breakup by Packaging Type:

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

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

Global Natural 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

Breakup by Packaging Type:

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

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, Nestlé Purina Pet Care (Nestlé Holdings, Inc.), Newman's Own, Evanger's Dog & Cat Food Company, Inc, Lily's Kitchen (Nestlé Purina PetCare), Avian Organics, Castor & Pollux Natural Petworks (Merrick Pet Care, Inc.), and Yarrah (AAC Capital).

Key Questions Answered in This Report

1. What was the size of global organic and natural pet food market in 2022?
2. What is the expected growth rate of the global organic and natural pet food market during 2023-2028?
3. What are the key factors driving the global organic and natural pet food market?
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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