

# **Pet Milk Market Report by Pet Type (Dog, Cat), Product Form (Powder, Liquid), Distribution Channel (Specialty Stores, Mass Retail Stores, Direct-to-Consumers, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global pet milk market size reached US\$ 150.8 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 257.4 Million by 2032, exhibiting a growth rate (CAGR) of 5.94% during 2024-2032. The increasing prevalence of metabolic disorders, rising use in the preparation of various pet food products and beverages, and the launch of organic variants represent some of the key factors driving the market.

Pet milk, also known as animal milk and pet milk replacer, is produced by animals like cows, goats, sheep, and horses. It is a special milk formula to feed dogs and cats. It is fortified with vitamins, minerals, protein, calcium, potassium, magnesium, and other essential nutrients. It aids in improving digestion, promoting weight management, and minimizing the risk of developing chronic conditions among pets. It also helps strengthen immunity and enhance the life expectancy of pets. It is utilized in the production of dietary supplements for pets, including pills, gummies, powders, liquids, and bars. At present, key players operating worldwide are introducing customized products according to the breed, special needs, age, and health of the pets.

### **Pet Milk Market Trends:**

The increasing prevalence of metabolic disorders and the growing concerns among pet parents about the health of their pets represent one of the major factors driving the demand for pet milk around the world. Moreover, the rising demand for premium-quality pet milk, which is fortified with high animal protein, is favoring the market growth. In

In addition, governing agencies of different countries are undertaking measures to promote the use of healthy and safe ingredients that improve the overall wellness of pets. They are also supporting the need for transparency in pet food ingredients. Apart from this, the growing use of pet milk in the preparation of various pet food products and beverages and bakery goods, such as muffins, cupcakes, cookies, chocolate bars, shakes, ice cream, and candies, is influencing the market positively. Furthermore, the rising number of pet friendly cafes, restaurants, and hotels that serve pet food is catalyzing the demand for pet milk worldwide. Additionally, key players are collaborating with local brands to expand their reach and create a strong foothold in the market. These players are also focusing on offering organic variants via online retail channels, to expand their consumer base. This, coupled with increasing focus on launching pet milk-related products with improved properties, such as flavors and aromas, is impelling the market growth. They are also financing promotional campaigns to increase their overall sales. Besides this, the increasing awareness about the benefits of pet milk is creating a positive outlook for the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global pet milk market, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on pet type, product form, and distribution channel.

#### Pet Type Insights:

Dog  
Cat

The report has provided a detailed breakup and analysis of the pet milk market based on the pet type. This includes dog and cat. According to the report, dog represented the largest segment.

#### Product Form Insights:

Powder  
Liquid

A detailed breakup and analysis of the pet milk market based on the product form has also been provided in the report. This includes powder and liquid. According to the report, powder accounted for the largest market share.

### Distribution Channel Insights:

- Specialty Stores
- Mass Retail Stores
- Direct-to-Consumers
- Online Stores
- Others

The report has provided a detailed breakup and analysis of the pet milk market based on the distribution channel. This includes specialty stores, mass retail stores, direct-to-consumers, online stores, and others. According to the report, specialty stores represented the largest segment.

### Regional Insights:

- North America
  - United States
  - Canada
- Asia Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
  - Indonesia
  - Others
- Europe
  - Germany
  - France
  - United Kingdom
  - Italy
  - Spain
  - Russia
  - Others
- Latin America
  - Brazil
  - Mexico
  - Others

## Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for pet milk. Some of the factors driving the North America pet milk market included increasing concerns among pet parents, establishment of pet friendly cafes, expansion of e-commerce industry, etc.

### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global pet milk market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Beaphar B.V., Fetch For Pets LLC, Grober Nutrition (Gay Lea Foods Co-operative Limited), Manna Pro Products LLC (Compana Pet Brands), Mars Incorporated, Milk Specialties Global, PBI-Gordon Corporation, TopLife Formula, etc.

### Key Questions Answered in This Report:

How has the global pet milk market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global pet milk market?

What is the impact of each driver, restraint, and opportunity on the global pet milk market?

What are the key regional markets?

Which countries represent the most attractive pet milk market?

What is the breakup of the market based on the pet type?

Which is the most attractive pet type in the pet milk market?

What is the breakup of the market based on the product form?

Which is the most attractive product form in the pet milk market?

What is the breakup of the market based on distribution channel?

Which is the most attractive distribution channel in the pet milk market?

What is the competitive structure of the global pet milk market?

Who are the key players/companies in the global pet milk market?

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