

# **Philippines Pet Food Market Size, Share, Trends and Forecast by Pet Type, Product Type, Pricing Type, Ingredient Type, Distribution Channel, and Region, 2026-2034**

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## **Abstracts**

The Philippines pet food market size reached USD 554.0 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 717.0 Million by 2034, exhibiting a growth rate (CAGR) of 2.76% during 2026-2034. The Philippines pet food market is expanding owing to rising pet adoption, humanization trends, and increasing demand for premium, health-focused products. Shifts toward scientifically formulated diets, convenience, and wellness alignment are driving buyers from basic options to higher-value categories, influencing the Philippines pet food market share.

### **PHILIPPINES PET FOOD MARKET TRENDS:**

#### **Rising Pet Adoption and Humanization of Pets**

There is an increase in adoption of pets in the Philippines, particularly among younger urban households, reshaping the way animals are cared for and integrated into daily life. Pets are increasingly regarded as family members, a shift that is transforming buyer preferences toward products that mirror human wellness values. Pet parents are showing a stronger willingness to purchase scientifically formulated, branded pet food instead of relying on leftovers or homemade meals, signaling a decisive move toward quality and safety. The trend extends beyond staple food to include snacks and treats designed to enhance the overall well-being of pets. A January 2024 survey by Kantar Philippines highlighted the depth of this shift, revealing that 94% of Filipino households own pets, the highest rate in Southeast Asia. This exceptionally high level of ownership strengthens the demand for premium food, specialized diets, and functional products

that support health and longevity. Convenience also plays a crucial role, with packaged, ready-to-serve options steadily replacing traditional feeding methods. Middle-class households with rising disposable incomes are central to this movement, as they align pet spending with broader lifestyle priorities centered on nutrition, wellness, and convenience. These changes are broadening the market, moving it from basic dry food toward higher-value categories that reflect the humanization of pets and create a strong and sustainable base for continued growth in both mainstream and premium segments of the pet food market.

### Emergence of Premium and Health-Focused Pet Food Brands

The introduction of premium pet foods, as brands are focusing on quality nutrition and health advantages, is bolstering the Philippines pet food market growth. These businesses are adapting to changing buyer demands, as pet parents are progressively looking for scientifically developed products that meet particular dietary needs and life stages. The growing recognition of pet health is catalyzing the demand for food that offers more than just basic nutrition, emphasizing natural components, beneficial additives, and recipes aimed at promoting long-term wellness. Premium brands are strategically aligning themselves to address these demands by emphasizing transparency in sourcing, nutritional reliability, and a dedication to overall pet health. Modern retail formats, especially e-commerce, are improving accessibility, enabling buyers in urban and semi-urban areas to conveniently obtain specialized products. Educational, wellness-focused, and lifestyle-aligned marketing strategies are strengthening the premium pet food value proposition, encouraging households to shift from traditional diets. This trend is expanding the market's high-value segment, drawing both affluent individuals seeking top-tier options and aspirational buyers influenced by the growing focus on pet health. In line with this trend, in 2024, PetMarra launched its premium pet food brand in the Philippines, offering scientifically formulated cat and dog food. The brand focused on high-quality, natural ingredients like fresh meat and probiotics to enhance pets' health. PetMarra ensured accessibility through e-commerce platforms, promoting optimal nutrition for pets at every life stage.

### PHILIPPINES PET FOOD MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on pet type, product type, pricing type, ingredient type, and distribution channel.

### Pet Type Insights:

Dog Food

Cat Food

Others

The report has provided a detailed breakup and analysis of the market based on the pet type. This includes dog food, Philippines cat food market , and others.

### Product Type Insights:

Dry Pet Food

Wet and Canned Pet Food

Snacks and Treats

A detailed breakup and analysis of the market based on the product type have also been provided in the report. This includes dry pet food, wet and canned pet food, and snacks and treats.

### Pricing Type Insights:

Mass Products

Premium Products

The report has provided a detailed breakup and analysis of the market based on the pricing type. This includes mass products and premium products.

### Ingredient Type Insights:

Animal Derived

## Plant Derived

A detailed breakup and analysis of the market based on the ingredient type have also been provided in the report. This includes animal derived and plant derived.

## Distribution Channel Insights:

Supermarkets and Hypermarkets

Specialty Stores

Online Stores

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, online stores, and others.

## Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major regional markets, which include Luzon, Visayas, and Mindanao.

## COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key 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.

## Frequently Asked Questions About the Philippines Pet Food Market Report

- 1.What is the current size of the Philippines pet food market?
- 2.What is the expected growth rate of the Philippines pet food market during 2026-2034?
- 3.What factors are driving the growth of the Philippines pet food market?
- 4.Which segments are covered in the Philippines pet food market report?
- 5.What trends are shaping the future of the Philippines pet food market?

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