

US Pet Food Market Report by Pet Type (Dog Food, Cat Food, and Others), Product Type (Dry Pet Food, Wet and Canned Pet Food, Snacks and Treats), Pricing Type (Mass Products, Premium Products), Ingredient Type (Animal Derived, Plant Derived), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online, and Others) 2024-2032

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Abstracts

The US pet food market size reached US\$ 43.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 59.9 Billion by 2032, exhibiting a growth rate (CAGR) of 3.4% during 2024-2032. The rapid shift in demographic patterns, particularly the rise of millennials, the growing willingness to spend more on high-quality pet products, and the increasing demand for premium, dry, and wet pet foods and treats are among the key factors driving the market growth.

Pet food is a specially crafted formulation prepared to cater to the nutritional needs of domesticated animals, including dogs, cats, birds, fish, and others. It contains a balanced blend of proteins, carbohydrates, fats, vitamins, and minerals that are essential for the growth, maintenance, and overall well-being of pets. The nutritional profile of pet food varies widely, determined by the type of animal it is intended for, its age, breed, size, and health condition. It is available in multiple forms, including dry kibble, canned wet food, raw food diets, and treats. Some pet food is also formulated to address specific dietary needs, including food allergies, obesity, or diseases like kidney or heart issues.

Shifting demographic patterns, particularly due to the rise of millennials majorly drives the market in the US. These generations are known for their strong ethical stance, focus on health and wellness, and willingness to spend more on high-quality products for their pets, thus affecting the growth of the market. Also, the fast-paced lifestyles of the masses are also driving the pet food market as more individuals move to urban areas and face time constraints, there has been a growing preference for convenient, ready-to-eat, and easy-to-serve pet food options. This trend has enhanced the demand for premium, dry, and wet pet foods and treats, thereby propelling the market. In addition, regulatory bodies are implementing stringent regulations to ensure the quality and safety of pet food. These guidelines enhance consumer confidence and stimulate market growth by ensuring that products are nutritious, safe, and accurately labeled, which is contributing to the market. Furthermore, the integration of advanced technologies, such as artificial intelligence (AI) and machine learning (ML), to analyze pet nutritional needs and offer personalized diet plans is creating a positive market outlook.

US Pet Food Market Trends/Drivers:

Humanization of Pets and Premiumization Trend

One significant driver for the US pet food market is the increasing trend of pet owners treating their pets as family members, also known as the humanization of pets. This trend has led to strong demand for high-quality, premium pet foods, as owners are increasingly conscious of providing nutritious meals to their pets that mirror their own dietary habits. For instance, diets focusing on natural, organic, and non-GMO ingredients have a positive impact on sales. Additionally, pet foods catering to specific dietary requirements, such as grain-free, gluten-free, or high-protein diets have also grown in popularity. The premiumization trend extends to packaging as well, with consumers preferring environmentally friendly options or personalized packaging that enhances the overall pet care experience.

Emerging E-Commerce Sector

The rapid increase in online shopping, accelerated by the COVID-19 pandemic, has become a significant driver in the U.S. pet food market. Consumers' growing comfort and convenience with online purchasing have expanded opportunities for pet food sales through digital platforms. It enables pet owners to easily compare prices, read reviews, research product ingredients, and have their preferred pet food delivered right to their doorsteps, often with auto-renewal options to ensure a continuous supply. This digital revolution has also enabled the growth of direct-to-consumer pet food brands, providing

consumers with a wider range of products to choose from. These factors combined have led to an increase in online pet food sales, propelling the growth of the overall market.

US Pet Food Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the US pet food market report, along with forecasts from 2024-2032. Our report has categorized the market based on pet type, product type, pricing type, ingredient type and distribution channel.

Breakup by Pet Type:

- Dog Food
- Cat Food
- Others

Dog food represents the most widely used pet type

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

In the US pet food industry, several key market drivers are shaping the trends for dog food types. One of the most prominent is a growing demand for premium and organic dog food as pet owners increasingly value the health and well-being of their pets. This trend is fueled by a growing awareness of pet nutrition and the potential harm of low-quality ingredients. Additionally, the customization of pet food, including grain-free, breed-specific, and life-stage-specific foods, is increasingly popular, influenced by the desire to tailor diets to the unique needs of individual pets. Furthermore, the demand for sustainable and ethically sourced pet food is on the rise, reflecting broader consumer trends toward environmental consciousness and ethical consumption.

Breakup by Product Type:

- Dry Pet Food
- Wet and Canned Pet Food
- Snacks and Treats

Dry pet food account for the majority of the market share

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. According to the report, the dry pet food segment accounted for the largest market share.

In the US pet food industry, the market for dry pet food is influenced by convenience and cost-effectiveness favoring dry pet food, as these products typically have a longer shelf life and are easier to store and handle compared to wet alternatives. Health-conscious pet owners are preferring dry pet food with high-quality ingredients, including premium, organic, and grain-free options, mirroring the trend in human food consumption. Customization based on specific dietary needs, including breed-specific, age-specific, and health condition-specific foods, is another strong driver in this market. Innovation in formulation and manufacturing processes to improve taste and nutritional value is another growth-inducing factor.

Breakup by Pricing Type:

Mass Products

Premium Products

Mass products represents the most widely used pricing type

The report has provided a detailed breakup and analysis of the market based on the pricing type. This includes mass products and premium products. According to the report, mass products represented the largest segment.

In the US pet food industry, the market drivers for mass products pricing type are largely centered around affordability and accessibility. Mass-market pet food brands often offer competitive prices due to economies of scale and wider distribution networks, enabling them attractive to price-conscious consumers. Additionally, the convenience and availability of mass products in supermarkets, discount stores, and online platforms make them easily accessible to a broader customer base.

On the contrary, since pet owners consider their pets to be part of the family, leading to a growing demand for higher-quality and nutritionally superior pet food options. Premium products often feature higher-grade ingredients, such as real meat, organic produce, and natural additives, which resonate with consumers seeking to provide their pets with a healthier and more natural diet.

Breakup by Ingredient Type:

Animal Derived

Plant Derived

Animal derived account for the majority of the market share

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. According to the report, the animal derived segment accounted for the largest market share.

The preference for diets that mimic the natural carnivorous diet of pets is catalyzing demand for animal derived ingredients. Pet owners are increasingly aware of the nutritional needs of their animals and seek pet food products that contain high-quality animal proteins, such as chicken, beef, fish, and lamb. Animal-derived ingredients are often seen as a reliable source of essential amino acids and nutrients that are crucial for the overall health and well-being of pets. Additionally, the growing interest in pet food sustainability and ethical sourcing plays a role in the demand for animal-derived ingredients, thereby contributing to the demand.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Online

Others

Supermarkets and hypermarkets represent the most widely used distribution channel

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, specialty stores, online, and others. According to the report, supermarkets and hypermarkets represented the largest segment.

Supermarkets and hypermarkets play a vital role as distribution channels in the US pet food industry due to the convenience and accessibility they offer to consumers.

Supermarkets and hypermarkets are widely available, located in various neighbourhoods, making it convenient for pet owners to purchase pet food alongside

their regular grocery shopping. These retail outlets often have a vast selection of pet food brands and products, providing consumers with a wide range of choices to suit their pets' specific needs and preferences. The competitive pricing found in supermarkets and hypermarkets is another driver. Pet owners appreciate the affordability and cost-effectiveness of purchasing pet food in these outlets, allowing them to find value for money and potentially larger package sizes.

Competitive Landscape:

The US pet food market is experiencing significant growth as numerous leading players are introducing new and innovative products to cater to specific dietary preferences, health conditions, and lifestyle needs of pets. This also includes the development of premium, organic, grain-free, and specialized diets that focus on high-quality ingredients and nutritional value. Along with this, the growing emphasis on ingredient sourcing and transparency is encouraging top companies to prioritize the use of responsibly sourced ingredients, including human-grade meats, sustainable seafood, and organic produce. They are also providing detailed information about the sourcing, production, and quality control processes, giving pet owners greater confidence in the products they purchase. In addition, several key players are focused on sustainability and environmental stewardship. They are implementing measures to reduce their carbon footprint, such as using eco-friendly packaging materials, supporting recycling programs, and adopting sustainable manufacturing practices.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Nestlé
Purina PetCare
Mars Petcare Inc.
Big Heart Pet Brands
Hill's Pet Nutrition
Diamond Pet Foods
Blue Buffalo

Key Questions Answered in This Report

1. What was the size of the US pet food market in 2023?
2. What is the expected growth rate of the US pet food market during 2024-2032?
3. What are the key factors driving the US pet food market?
4. What has been the impact of COVID-19 on the US pet food market?

5. What is the breakup of the US pet food market based on the pet type?
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