

Global Wild Bird Feed Market Growth 2026-2032

<https://marketpublishers.com/r/GF6FBC2F0599EN.html>

Date: May 2026

Pages: 150

Price: US\$ 3,660.00 (Single User License)

ID: GF6FBC2F0599EN

Abstracts

The global Wild Bird Feed market size is predicted to grow from US\$ 397 million in 2025 to US\$ 486 million in 2032; it is expected to grow at a CAGR of 3.0% from 2026 to 2032.

The wild bird feed market has been experiencing steady growth in recent years, driven by the increasing popularity of bird feeding as a hobby and the growing awareness of the importance of providing food for wild birds. Consumers are becoming more conscious about the quality of bird feed they provide, leading to a rise in demand for premium and specialized products. These include feed blends specifically formulated for different bird species, organic and natural ingredients, and feed with added nutrients and supplements. The rise of e-commerce has significantly impacted the wild bird feed market, with more consumers opting to purchase bird feed online. This trend is driven by the convenience of online shopping, a wider range of product options, and competitive pricing offered by online retailers. The wild bird feed market is dominated by a few major players who have established strong brand recognition and distribution networks. These companies benefit from economies of scale and have the resources to invest in product innovation and marketing. However, there is also a presence of smaller, regional players who cater to niche markets and offer unique products. With growing environmental concerns, there is a rising demand for sustainable and eco-friendly bird feed options. Consumers are looking for products that are made from responsibly sourced ingredients, packaged in recyclable materials, and do not harm the environment or wildlife. While the wild bird feed market is well-established in North America and Europe, there are significant growth opportunities in emerging regions such as Asia-Pacific and Latin America. Increasing urbanization, rising disposable incomes, and a growing interest in bird watching and conservation are driving the demand for bird feed in these regions. The demand for bird feed is highly seasonal, with peak sales occurring during the winter months when natural food sources are scarce. This seasonality can pose challenges for manufacturers and retailers in terms of

inventory management and maintaining consistent sales throughout the year. Overall, the wild bird feed market presents opportunities for growth, particularly in the premium and specialized segments and emerging regions. However, companies operating in this market need to address challenges such as price sensitivity, competition from homemade alternatives, and seasonal demand fluctuations to maintain a competitive edge.

LP Information, Inc. (LPI) ' newest research report, the “Wild Bird Feed Industry Forecast” looks at past sales and reviews total world Wild Bird Feed sales in 2025, providing a comprehensive analysis by region and market sector of projected Wild Bird Feed sales for 2026 through 2032. With Wild Bird Feed sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Wild Bird Feed industry.

This Insight Report provides a comprehensive analysis of the global Wild Bird Feed landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Wild Bird Feed portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Wild Bird Feed market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Wild Bird Feed and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Wild Bird Feed.

This report presents a comprehensive overview, market shares, and growth opportunities of Wild Bird Feed market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Seeds

Nuts

Suet

Others

Segmentation by Application:

Offline Sales

Online Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Kaytee

Audubon Park

Pennington

Lytic

Wagner's

Rolli-Pet GmbH

Garden Wildlife Direct

CJ Wildlife

ABDragons

F.M. Brown's

Wilko

Peckish

Food4wildbirds

Duncraft

Cole's

Higgins

ZuPreem

Scotts

Purina

Centerra

Nunn-Better

Topflite

Key Questions Addressed in this Report

What is the 10-year outlook for the global Wild Bird Feed market?

What factors are driving Wild Bird Feed market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Wild Bird Feed market opportunities vary by end market size?

How does Wild Bird Feed break out by Type, by Application?

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