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# Pet Treats Market by Pet Type (Dogs, Cats, Others), Ingredient Source (Animal-based, Plant-based, Alternative Proteins), Product Type, Function, Manufacturing Process, Distribution Channel, and Region - Forecast to 2031

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## Abstracts

The pet treats market is expected to grow from USD 38.40 billion in 2026 to USD 58.71 billion by 2031, at a CAGR of 8.9%. The pet treats market is projected to see significant growth in the coming years. This expansion is driven by an increasing number of pet owners, rising trends in pet humanization, and a substantial increase in consumer spending on premium pet nutrition products. As pet owners increasingly view their pets as family members, demand for indulgent, healthy, and clean-label treats is rising. Moreover, growing awareness of pet wellness, preventive healthcare, and nutritional needs is influencing consumer demand for treats made with high-quality ingredients, functional additives, and targeted health benefits. The rising popularity of natural, clean-label, and minimally processed pet treats is further contributing to market growth in both developed and emerging pet product markets.

Manufacturers are continuously adapting to changing requirements and investing in product innovation across multiple categories, including jerky treats, freeze-dried treats, dental chews, soft and chewy treats, natural chews, and functional wellness treats. There is a growing focus on incorporating ingredients that support digestive, immune, and skin & coat health, as well as dental hygiene and stress management for pets. The use of advanced processing technologies, such as freeze-drying, air-drying, and cold processing, is enabling manufacturers to preserve nutritional value while meeting consumer demand for premium products.

Additionally, the growth of e-commerce channels, the expansion of pet specialty retail

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networks, and the rising demand for sustainable and alternative protein-based treats are creating new growth opportunities for market participants. However, challenges such as fluctuating raw material costs, regulatory compliance requirements, product recalls, and increasing competition among brands may impact market growth.

**“By product type, the jerky & meat-based treats segment is expected to account for the largest share of the pet treats market.”**

Jerky & meat-based treats are expected to account for the largest share of the pet treats market in 2026 and to grow steadily over the forecast period. The dominance of this segment is primarily due to an increase in consumers’ preference for high-protein, natural, and minimally processed pet treats that closely align with and support the pet's biological dietary needs. Pet owners are also beginning to view meat-based treats as a healthier alternative to other treat formats, citing better taste, higher protein content, and simplified ingredient lists. The rise in premium pet nutrition and clean-label trends is also expected to promote usage for both dogs and cats.

Manufacturers continue to expand their offerings with single-protein, grain-free, limited-ingredient, and novel-protein treats to cater to evolving consumer preferences and pets with food sensitivities. Products containing chicken, beef, salmon, duck, turkey, venison, and other premium proteins continue to gain popularity in the market. In addition, as more consumers are willing to pay a premium for quality and purpose-driven pet products and demand for natural training and reward treats grows, this segment is poised to lead during the forecast period.

**“By manufacturing process, the freeze-dried segment is expected to be the fastest-growing during the forecast period.”**

The freeze-dried segment is expected to grow at the fastest rate over the forecast period, driven by rising consumer demand for minimally processed, natural, healthy, and premium pet treats. Freeze-dried treats preserve nutritional value and retain the taste, aroma, and texture of ingredients, while extending shelf life. They retain key nutrients without the need for artificial preservatives. As more consumers become concerned about ingredients and processing methods, freeze-dried treats are becoming increasingly popular among pet owners.

Manufacturers are further expanding their single-ingredient treat range, raw-inspired recipes, functional products, and innovative protein offerings. The segment will benefit from the growing consumer popularity of raw feeding and biologically appropriate diets.

As the availability of freeze-dried pet products increases at specialty retailers and online, and as consumer awareness of their nutritional benefits grows, strong growth is expected in this market. Additionally, investments in freeze-drying capacity and manufacturing technology will contribute to the expansion of this segment.

**“By distribution channel, the e-commerce segment is expected to be the fastest-growing during the forecast period.”**

The E-commerce category is expected to grow at the fastest CAGR during the forecast period, driven by consumers' growing adoption of digital channels, convenient purchasing habits, and the increased availability of pet care products online. Pet owners are increasingly turning to online channels to access a wider variety of pet treats, compare products, and verify that ingredient claims hold up, all while taking advantage of subscription services and recurring delivery programs. Increased smartphone penetration, integrated digital payment systems, and direct-to-consumer business models are driving online pet treat sales in developed and emerging markets alike.

To build the required brand presence online, manufacturers are increasingly investing in online marketing, brand-owned websites, subscription services, and collaborations with large online retailers. Online shopping platforms also provide consumers with easier access to premium, niche, and specialty treat brands that they might not find in retail outlets. Additionally, growing consumer desire for convenience, home delivery services, and more tailored product suggestions should help drive channel growth. As the worldwide digital retail infrastructure continues to develop, e-commerce is forecast to become one of the largest distribution channels in the pet treats market.

**“By pet type, the dogs segment is expected to account for the largest share of the pet treats market.”**

Dogs are forecast to hold the largest share in 2031, owing to their much larger population, which implies greater use of treats and a more extensive range of products compared with other companion animals. Dog owners frequently use treats for a variety of reasons, including training, behavior reinforcement, enrichment, functional use, and dental benefits, and therefore require a much larger and more consistent use of treats than other companion animals. This is further supported by the far greater range of treats, such as jerky treats, dental chews, soft treats, biscuits, natural chews, and functional supplements, available to cater to the dog treats market.

Additionally, the dog treats segment is witnessing growth in the humanization of pets and rising expenditure on premium dog nutrition, prompting consumers to buy higher-value treats with health and wellness benefits. Companies are continually expanding their ranges of innovative products designed for specific ages and life stages, breeds and sizes of dogs, tastes, and health concerns. The ever-increasing popularity of treats made with natural and limited ingredients, freeze-dried products, and functional treats will be a positive factor supporting continued growth in the dog treats segment and maintaining its dominant position during the forecast period.

**"By function, the immune support segment is expected to be the fastest-growing during the forecast period."**

The immune support segment is expected to register the highest growth rate during the forecast period, driven by growing consumer focus on preventive pet healthcare and overall wellness. Consumers increasingly prefer to support long-term health through higher-quality nutrition, which has increased demand for treats containing immune-boosting prebiotics and probiotics, as well as other herbs, vitamins, antioxidants, and minerals. Greater consumer knowledge of nutrition and immunology is also encouraging the uptake of immune-promoting health treats.

Manufacturers are increasingly developing multifunctional treats that combine immune support with additional benefits such as digestive health, skin and coat support, and overall vitality, while maintaining the palatability of pet treats. The growing influence of veterinary recommendations, the increasing prevalence of age-related health concerns, and rising demand for functional nutrition products are encouraging manufacturers to research and invest in this category. Furthermore, the global expansion of premium and wellness-focused pet care trends is expected to drive continued investment in immune-supporting formulations, making this one of the most attractive growth opportunities within the pet treats market.

**"By ingredient source, the animal-based segment is expected to account for the largest share of the pet treats market."**

Animal-based treats are expected to account for the largest share of the pet treats market in 2026, owing to their high protein content, superior palatability, and strong alignment with the natural dietary preferences of companion animals. High-quality nutrition and culturally popular choices among pet owners have supported the use of animal-based ingredients such as chicken, beef, turkey, duck, lamb, fish, and organ meats in the formulation of most dog and cat treats worldwide. The evolution of biologically appropriate feeding practices and rising consumer proclivity for protein-

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dense, unprocessed foods have also supported increased demand for animal-based treats in both the canine and feline categories.

Manufacturers are increasingly expanding their pet treat portfolios with premium products, including jerky treats, freeze-dried meat treats, air-dried treats, natural chews, and single-ingredient formulations, to meet consumer demand for transparency and ingredient quality. In addition, the rising popularity of high-protein treats, limited-ingredient recipes, and novel protein sources such as venison, rabbit, bison, and salmon is supporting product diversification within the segment. As pet owners continue to prioritize nutritional quality, taste appeal, and functional benefits, animal-based treats are expected to maintain their dominant position in the global pet treats market throughout the forecast period.

In-depth interviews have been conducted with chief executive officers (CEOs), directors, and other executives from various key organizations operating in the pet treats market.

By Company Type: Tier 1 – 30%, Tier 2 – 25%, and Tier 3 – 45%

By Designation: CXOs – 25%, Managers – 35%, Others – 40%

By Region: North America – 20%, Europe – 30%, Asia Pacific – 35%, South America – 10%, and the Rest of the World –5%

Prominent companies in the market include Nestl? Purina PetCare (Switzerland), Mars, Incorporated and its Affiliates (US), General Mills Inc. (US), The J.M. Smucker Company (US), Colgate-Palmolive (US), Wellness Pet Company LLC (US), and Spectrum Brands (US).

Research Coverage

This research report categorizes the pet treats market by, product type (jerky & meat-based treats, dental treats & chews, biscuits, cookies & bakery treats, soft & chewy treats, natural chews, lickable & creamy treats, other product types), function (digestive health, skin & coat health, dental health, immune support, indulgence & reward, calming & stress relief, other functions), pet type (dogs, cats, other pet types), ingredient source (animal-based, plant-based, alternative proteins sources), manufacturing process (baked, extruded, freeze-dried, dehydrated, air-dried raw/frozen processed, frozen processed), distribution channel (supermarkets & hypermarkets, veterinary clinics, pet

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specialty stores, e-commerce, other distribution channels), and region (North America, Europe, Asia Pacific, South America, and the Rest of the World).

The report's scope encompasses detailed information on the major factors, including drivers, restraints, challenges, and opportunities, that influence the growth of the pet treats industry. A thorough analysis of the key industry players has been carried out to provide insights into their business, services, key strategies, contracts, partnerships, agreements, service launches, mergers & acquisitions, and recent developments associated with the pet treats market. This report provides a competitive analysis of emerging startups in the pet treats market ecosystem. Furthermore, the study covers industry-specific trends, including technology analysis, ecosystem & market mapping, and patent & regulatory landscape, among others.

Reasons to Buy This Report

The report provides market leaders/new entrants with the closest approximations of revenue numbers for the overall pet treats market and its subsegments. It will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights into the following pointers:

Analysis of key drivers (rising pet humanization and increasing consumer spending on premium pet food & treats), restraints (rising raw material and protein ingredient price volatility increasing manufacturing costs for pet treat producers), opportunities (growing consumer preference for natural, clean-label, and alternative protein-based pet treats creating new product development opportunities), and challenges (maintaining product safety, quality consistency, and shelf stability across premium processing technologies) influencing the growth of the pet treats market

Product Development/Innovation: Detailed insights into research & development activities and new product launches in the pet treats market

Market Development: Comprehensive information about the lucrative market analysis of pet treats across varied regions

Market Diversification: Exhaustive information about new product sources, untapped geographies, recent developments, and investments in the pet treats market

Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, brand/product comparison, and product footprints of leading players such as Nestl? Purina PetCare (Switzerland), Mars, Incorporated and its Affiliates (US), General Mills Inc. (US), The J.M. Smucker Company (US), Colgate-Palmolive (US), Wellness Pet Company LLC (US), Spectrum Brands (US), Simmons Pet Food (US), Freshpet (Netherlands), Stella & Chewy's (US), Virbac (France), Fromm Family Foods, LLC. (US), Vital Essentials (US), PureBites (US), and Central Garden & Pet (US) in the pet treats market.

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