# Wet Pet Food Market by Pet (Dogs and Cats), Source (Animal-Based, Plant Derivatives, and Synthetic), Distribution Channel (Pet Specialty Stores, Supermarkets/Hypermarkets, Convenience Stores, and Online) and Region - Global Forecast to 2028

https://marketpublishers.com/r/WC50D50DC7D1EN.html
Date: September 2023
Pages: 314
Price: US$ 4,950.00 (Single User License)
ID: WC50D50DC7D1EN

## Abstracts

The global market for wet pet food is estimated to be valued at USD 25.5 Billion in 2023 and is projected to reach USD 31.7 Billion by 2028, at a CAGR of 4.5% during the forecast period. The wet pet food market has been shaped by urbanization and evolving lifestyles, leading to densely populated metropolitan areas and busy schedules. This has led to a shift in consumer preferences towards convenience-oriented choices, which has also influenced pet nutrition. As individuals adapt to urban life, they seek quick, hassle-free sustenance without compromising nutritional quality. This proclivity towards convenience foods has led to pet owners seeking pet food solutions that align with their own dietary preferences while catering to their unique nutritional requirements. Wet pet food, with its ready-to-serve format and emphasis on balanced nutrition, has become an increasingly preferred choice in this context. Manufacturers in the wet pet food market have innovated and diversified their product offerings to cater to this demand. As urban centers expand and lifestyles evolve, the wet pet food market will remain a focal point in the pet care industry, aligning with the modern ethos of convenience, quality, and holistic pet care.

“The convenience stores sub-segment in the by distribution channel segment is estimated to be growing at a CAGR of 3.9% for the wet pet food market.”

Convenience stores are retail outlets that offer easy accessibility, extended operating hours, and a wide array of products, making them a convenient shopping destination for consumers. The strategy of distributing wet pet food through convenience stores holds

substantial potential to bolster sales for several reasons. Distributing wet pet food via convenience stores taps into the growing trend of pet humanization, where pets are increasingly considered as integral family members. By placing wet pet food products in these easily accessible stores, pet owners are more likely to make spontaneous purchases, encouraged by the convenience and visibility of the products. Additionally, convenience stores cater to immediate consumption needs, which aligns with the nature of wet pet food, often serving as an instant and nutritious meal for pets.

Increased visibility in convenience stores creates brand familiarity and trust among consumers, further driving their inclination to choose wet pet food over alternative options. As pet owners increasingly prioritize the well-being and dietary needs of their pets, the convenience store channel becomes a vital bridge between pet food manufacturers and consumers, contributing to the surge in demand for wet pet food.

“The plant derivatives sub-segment in the by-source segment is estimated to grow at a CAGR of 4.2% during the forecast period.”

The plant derivatives sub-segment within the source category of the wet pet food market is poised to experience substantial growth in the coming years. Plant derivatives in wet pet food refer to formulations that incorporate ingredients derived from plants, catering to the evolving dietary preferences of pet owners. As the trend of veganism gains momentum across human diets, it has transcended into the realm of pet nutrition. Pet owners are increasingly opting for vegan alternatives for their beloved dogs and cats, aligning their ethical and health-driven choices with the dietary needs of their furry companions. Plant derivatives offer a multitude of benefits for pets, containing essential nutrients such as protein, fiber, vitamins, and minerals that contribute to overall well-being. The incorporation of plant-based ingredients can address specific dietary requirements and allergies, making it an appealing choice for a broader range of pets. This surge in demand for plant-based wet pet food is underpinned by a growing awareness of animal welfare, environmental concerns, and the recognition that plant-derived ingredients can fulfill pets' nutritional needs while minimizing the ecological footprint.

“Europe to grow at a significant CAGR during the forecast period, in the wet pet food market to reach a value of USD 8.2 billion by 2028.”

The European wet pet food market is poised to experience remarkable growth, with a significant CAGR. This surge can be attributed to several specific factors that underline the region's affinity towards pets. Firstly, Europe's strong cultural inclination towards pet companionship fosters a robust demand for high-quality pet products, including wet food. The region's deep-rooted attachment to pets as family members drive pet owners to seek premium, nutritionally rich options for their beloved cats and dogs. Moreover, the emphasis on pet welfare and the rising awareness about pet health has led to a shift in consumer preferences towards more nutritious and balanced diets, often provided by wet pet food products. Europe's stringent regulatory environment also plays a pivotal role, ensuring that pet food adheres to rigorous quality standards, thereby fostering trust among consumers. Additionally, the trend towards smaller pet households and urbanization has bolstered the demand for convenient and ready-to-serve wet pet food solutions.

The break-up of the profile of primary participants in the wet pet food market:

By Company: Tier 1 – 50%, Tier 2 - 40%, Tier 3 – 10%

By Designation: Manager level – 60%, and C-Level- 40%

By Region: North America -10%, Europe – 30%, Asia Pacific – 40%, RoW – 20%,

Major key players operating in the wet pet food market include Nestl? (Switzerland), Mars, Incorporated (US), Colgate-Palmolive Company (US), Unicharm Corporation (Japan), Thai Union Group PCL (Thailand), Charoen Pokphand Foods PCL (Thailand), General Mills Inc. (US), The J.M. Smucker Company (US), Better Choice Company (US), and Real Pet Food Co. (Australia).

Research Coverage:

This research report categorizes the wet pet food market, by pet (dogs and cats), source (animal-based, plant derivatives, and synthetic), distribution channel (pet specialty stores, supermarkets/hypermarkets, convenience stores, and online), and region (North America, Europe, Asia Pacific, South America, and RoW). The scope of this report encompasses a comprehensive examination of major factors, including drivers, restraints, challenges, and opportunities, that significantly influence the growth of the wet pet food market. Extensive research has been conducted to analyze key industry players, offering valuable insights into their business overview, product offerings, key strategies, contracts, partnerships, new product launches, as well as mergers and acquisitions associated with the wet pet food market. Furthermore, the report includes a competitive analysis of emerging startups in the wet pet food market ecosystem.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall wet pet food market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better 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 on the following pointers:

Analysis of key drivers (Surge in pet adoption rates, enhanced palatability & digestibility of wet pet foods, influence of pet-centric social media and trends), restraints (Limited shelf life and storage issues, price sensitivity among consumers, cultural preferences favoring homemade pet diets), opportunities (Growing e-commerce and online platforms, Rise in pet-friendly travel and pet rental), and challenges (Volatility in raw material prices, sustainability and environmental issues) influencing the growth of the wet pet food market.

New Product launch/Innovation: Detailed insights on research & development activities and new product launches in the wet pet food market.

Market Development: Comprehensive information about lucrative markets – the report analyses the wet pet food market across varied regions.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the wet pet food market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players like Nestl? (Switzerland), Colgate-Palmolive Company (US), Unicharm Corporation (Japan), Thai Union Group PCL (Thailand), Charoen Pokphand Foods PCL (Thailand), General Mills Inc. (US), The J.M. Smucker Company (US), and others in the wet pet food market strategies.

## Contents

**7 WET PET FOOD MARKET, BY PET**

+44 20 8123 2220
info@marketpublishers.com



**8 WET PET FOOD MARKET, BY DISTRIBUTION CHANNEL**

**9 WET PET FOOD MARKET, BY SOURCE**

**10 WET PET FOOD MARKET, BY REGION**

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

**11 COMPETITIVE LANDSCAPE**

+44 20 8123 2220
info@marketpublishers.com


*Details on Business overview, Products/Solutions/Services offered, Recent Developments, MNM view might not be captured in case of unlisted companies.

**13 ADJACENT AND RELATED MARKETS**

## 14.5 AUTHOR DETAILS

+44 20 8123 2220
info@marketpublishers.com

## I would like to order

Product name: Wet Pet Food Market by Pet (Dogs and Cats), Source (Animal-Based, Plant Derivatives, and Synthetic), Distribution Channel (Pet Specialty Stores, Supermarkets/Hypermarkets, Convenience Stores, and Online) and Region - Global Forecast to 2028

Product link: https://marketpublishers.com/r/WC50D50DC7D1EN.html

Price: US$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/WC50D50DC7D1EN.html

## To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**All fields are required

Custumer signature _______________________________

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970