

Pet Food Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Pet Food Packaging Market size is estimated at USD 12.85 billion in 2024, and is expected to reach USD 17.52 billion by 2029, growing at a CAGR of 6.40% during the forecast period (2024-2029).

Key Highlights

The pet food packaging market is gaining traction due to the growing adoption of pets as companions and the increasing awareness about maintaining a pet's health among owners. The rising concerns about pets' health are increasing the adoption of spill-proof and advanced pet food packaging to preserve the quality of pet food.

According to the American Pet Products Association Inc., in 2023/24, an estimated 65.1 million households in the United States owned at least one dog. Second and third place went to cats and freshwater fish, with approximately 46.5 million and 11.1 million households possessing these animals.

The high prevalence of pet ownership in the United States creates a substantial market for pet food, which in turn drives the demand for innovative, diverse, and sustainable packaging solutions. Pet food packaging companies that align their offerings with these trends and consumer preferences are likely to experience market growth.

As the social contract shifts and treating pets as faithful family members becomes more of a social norm, the growth and development of the premium pet food category have emerged as a natural consequence. The emergence of new brand players and the proliferation of SKUs unleashing dramatic packaging drive the pet food industry.

Flexible packages and lighter containers with premium protection and HD printing help processors tap into booming pet ownership and react to trends like wet treats, high protein content, and more supplements. As US pet food production becomes safer under the Food Safety Modernization Act (FSMA), the packaging reflects transparency, showing the food through windows and highlighting natural ingredients.

Plastic bags are widely used in the packaging of pet food. However, the adoption rate for such packaging in the pet food industry is declining due to environmental concerns and regulations on plastic packaging.

Pet Food Packaging Market Trends

Dry Pet Food Type will Witness the Fastest Growth

Pet foods come in three types, depending on their final moisture content, namely wet, semi-moist, and dry (also called kibble). Baked, pelleted, and extruded feeds are a few types of dry pet foods, with extruded foods being the most popular. Different types of pet foods have varying moisture contents and textures, necessitating different packaging solutions.

For instance, wet foods require packaging that maintains freshness and prevents leakage, while dry foods need packaging that keeps them crisp and protected from moisture. This variety creates a demand for diverse packaging options.

Dry pet foods have a long shelf life due to their low water activity and consequent microbiological stability. However, they are typically less appealing to pets than moist or semi-moist pet foods, probably due to their low flavor appeal. In contrast, some pets may prefer dry pet foods due to their textural qualities. This drives the growth of the dry pet food packaging market.

Dry pet food has not conventionally been a demanding product to package, with prominent brands offering dry pet food in paper bags. Companies like Nestlé? Purina are exploring new packaging methods, including new paper-based materials and piloting reusable packaging systems where customers can bring their containers to take dry pet food.

According to UK Pet Food, the market value of dog pet food in the United Kingdom in 2023 accounted for GBP 1840 million (USD 2303 million). With the rise in pet food

sales, there is a parallel increase in the demand for packaging materials. Pet food packaging manufacturers may experience higher orders for materials such as plastic, paper, and metal to create various packaging solutions.

Increasing Pet Ownership in North America Drives Market Growth

The demand for pet food packaging in North America can be correlated with the increasing adoption of pets and rescue dogs in the region. As more people in North America adopt pets, especially rescue dogs, the demand for pet food correspondingly increases. This surge in pet ownership directly contributes to a higher demand for pet food packaging, creating opportunities for packaging manufacturers to cater to a growing market.

The increase in the adoption of pets and rescue animals also led the packaging industry to focus on the premiumization and safety of pet food products. The bag or container makes manufacturers stand out with cat and dog owners who want sustainable options, personalized pet diets, and ingredients that even humans find appealing.

Pet humanization is one of the biggest trends reshaping the pet care industry. A survey conducted by Mondi suggested that 75% of the respondents intend to spend more and feel more favorable toward brands with sustainable packaging. Thus, brands seek solutions that complement their corporate values in the pet food industry, with sustainability being the prime concern.

Dry pet food bags require unique construction. The inner layer of the multiwall bag should protect the contents, and the outer layer needs to be aesthetically pleasing with no grease stains permeating through the inner layer. Companies like Mondi offer pet food packaging solutions such as BarrierPack Recyclable. These premade pouches and FFS roll-stock constitute plastic laminates that are recyclable in areas where flexible packaging is accepted and through store drop-off. It is done without compromising functionality.

BASF America is creating more sustainable pet food packaging with its water-based emulsion, JONCRYL HPB 1702. It can sustainably deliver the grease-resistant properties and food safety certifications demanded by the pet food market.

According to the American Pet Products Association Inc., the pet industry expenditure in

the United States reached USD 147 billion in 2023 compared to 2018, which was USD 90.5 billion. With more spending on pets, there is likely a corresponding increase in demand for pet food. This creates a higher need for pet food packaging to accommodate the increased production and consumption.

Pet Food Packaging Industry Overview

The pet food packaging market is fragmented; some key players are Amcor Group GmbH, American Packaging Corporation, ProAmpac LLC, Constantia Flexibles Group GmbH, and Crown Holdings Inc. With innovation in pet food products and rising competition in the pet food packaging market, manufacturers opt for quality and sustainable packaging to attract more customers.

August 2023: Mondi partnered with Europe's leading supplier of pet supplies, Fressenapf, to switch packaging to a new portfolio of quality, recyclable mono-material solutions through process color printing technology.

August 2023: Amcor, a global player in developing and producing responsible packaging solutions, agreed to acquire Phoenix Flexibles, expanding Amcor's capacity in the Indian market.

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