

# Pet Food Market in Australia 2022

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## Abstracts

Pet food is animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog, cat, as well as bird food or fish. The pet food market in Australia is set to increase by US\$ 0.9 billion from 2022 to 2028, representing a compound annual growth rate (CAGR) of 4.3% during the forecast period. Pets provide well-being benefits for people because humans imbue these animals with socially-supportive attributes, that in turn, psychologically translate into experiencing social support from them. Nowadays, the majority of dog and cat owners report that their pet is a family member just like anyone else. The humanization of pets is the main driver for the pet food market. With this increase in humanization, pets are being treated with more care and hygiene, which has increased consumer demand for high-quality pet food products.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for pet food. The Australia pet food market is segmented on the basis of product, pricing, and retail channel. On the basis of product, the pet food market in Australia has been segmented into cat food, dog food, others. By pricing, the pet food market in Australia has been segmented into economy pet food, premium pet food. The economy pet food segment is estimated to account for the largest share of the pet food market in Australia. Based on retail channel, the pet food market in Australia is categorized into e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others.

The dog food market is further segmented into dry dog food, mixers & treats, and wet dog food. The dry dog food segment captured the largest share of the market in 2021 and is expected to maintain its dominance during the forecast period. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. According to the research, the dry cat food segment had the largest share in the pet food market in Australia. The other pet food market is further divided into bird food,

fish food, and others.

The Australia pet food market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Mars Incorporated, Nestle S.A., EBOS Group Limited, Real Pet Food Company, Colgate-Palmolive Company, Nova Concepts Australia Pty Ltd., New Hope Group Co. Ltd. Competitive landscape gives a description of the competitive nature of the pet food market in Australia and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

#### Report Scope

Product: cat food, dog food, others

Pricing: economy pet food, premium pet food

Retail channel: e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Mars Incorporated, Nestle S.A., EBOS Group Limited, Real Pet Food Company, Colgate-Palmolive Company, Nova Concepts Australia Pty Ltd., New Hope Group Co. Ltd.

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Australia pet food market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. PET FOOD MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Cat food  
Dog food  
Others

### **PART 4. MARKET BREAKDOWN BY PRICING**

Economy pet food  
Premium pet food

### **PART 5. MARKET BREAKDOWN BY RETAIL CHANNEL**

E-commerce  
Pet specialty stores  
Supermarkets and hypermarkets  
Veterinary clinics  
Others

### **PART 6. KEY COMPANIES**

Mars, Incorporated  
Nestle S.A.  
EBOS Group Limited  
Real Pet Food Company  
Colgate-Palmolive Company  
Nova Concepts Australia Pty Ltd.  
New Hope Group Co., Ltd.

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