

Cat Treats and Functional Snacks Market Forecasts to 2034 – Global Analysis By Product Type (Crunchy Treats, Soft & Chewable Treats, Freeze-Dried Treats, Functional Snacks and Liquid & Paste Treats), Ingredient Basis, Functionality, Packaging Format, Distribution Channel, Price Tier and By Geography

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Abstracts

According to Statistics MRC, the Global Cat Treats and Functional Snacks Market is accounted for \$3.1 billion in 2026 and is expected to reach \$5.1 billion by 2034 growing at a CAGR of 6.5% during the forecast period. Cat treats and functional snacks have transformed from basic indulgences into important components of a cat's daily health regimen. Modern offerings are designed not only to reward pets but also to provide targeted health advantages, including improved digestion, better oral care, enhanced coat condition, and stronger immunity. Consumers are increasingly drawn to high-quality, natural, and grain-free formulations that reflect broader pet wellness preferences. Ingredients such as probiotics, essential vitamins, omega-3 fatty acids, and taurine are frequently added to meet specific nutritional needs. Factors like ease of use, taste appeal, and controlled serving sizes further drive their popularity among pet owners.

According to the American Pet Products Association (APPA), pet ownership in the U.S. reached an all-time high with about 67% of households owning a pet as of 2021, which has directly fueled demand for premium cat treats and functional snacks.

Market Dynamics:

Driver:

Increasing awareness of pet health and nutrition

Enhanced understanding of feline health and nutrition is playing a key role in boosting the market for functional cat treats. Pet owners are increasingly recognizing the value of proper nutrition and preventive healthcare, prompting them to choose snacks that offer added wellness advantages. Products fortified with essential nutrients like vitamins, minerals, probiotics, and omega fatty acids are gaining popularity for addressing issues such as digestion, coat quality, and immune strength. Veterinary advice and digital information sources further support this awareness among consumers. Consequently, there is a rising preference for treats that are scientifically developed and specifically designed to promote overall pet health.

Restraint:

High cost of premium and functional products

Elevated pricing of premium and functional cat treats presents a key challenge for market expansion. The use of superior ingredients, natural components, and specialized formulations, combined with sophisticated manufacturing processes, raises overall production expenses. Consequently, these products are sold at higher prices than standard treats, making them less accessible to cost-conscious buyers. This issue is particularly evident in developing regions, where lower purchasing power affects buying decisions. Although awareness of pet health is increasing, many consumers continue to opt for economical options, thereby limiting the broader adoption of high-end functional snacks within various market segments.

Opportunity:

Growth in functional and health-focused products

Rising interest in health-oriented pet food creates significant growth potential for the cat treats and functional snacks market. Consumers are increasingly looking for products that offer targeted benefits, including digestive support, stronger immunity, and improved coat health. This shift motivates companies to incorporate functional components such as probiotics, essential vitamins, and omega fatty acids into their offerings. The growing emphasis on preventive pet care further accelerates demand for such specialized products. As awareness expands, businesses can capitalize by introducing innovative and tailored solutions that cater to various feline health

requirements, thereby strengthening their market position and fostering sustained development.

Threat:

Intense market competition

Strong rivalry between major companies and emerging players represents a major challenge for the cat treats and functional snacks market. Well-established brands benefit from wide distribution channels, high visibility, and diverse product offerings, creating barriers for smaller businesses. At the same time, private labels and budget-friendly options intensify pricing pressure. To remain competitive, companies must invest heavily in innovation and promotional activities, which increases overall costs. This competitive landscape often results in lower profit margins and a fragmented market structure, making it difficult for businesses to achieve consistent growth and maintain long-term customer relationships in a saturated industry.

Covid-19 Impact:

The outbreak of COVID-19 influenced the cat treats and functional snacks market in both positive and negative ways. Early in the pandemic, disruptions in supply chains, production delays, and transportation issues limited product supply. Despite these challenges, a surge in pet adoption during lockdown periods increased the demand for pet-related products, including treats. With more time spent at home, owners paid greater attention to their pets' well-being, encouraging purchases of nutritionally enhanced snacks. Online sales channels expanded rapidly, helping maintain product availability amid store closures. Overall, the situation accelerated interest in premium products and heightened awareness of pet health and nutrition.

The crunchy treats segment is expected to be the largest during the forecast period

The crunchy treats segment is expected to account for the largest market share during the forecast period as they are widely favoured for their cost-effectiveness, convenience, and added health advantages like promoting oral hygiene. Their firm texture helps in controlling plaque and tartar, aligning with cats' natural chewing behaviour, which increases their appeal. These products also offer longer shelf stability and are easy to store, enhancing their preference over other treat types. A broad selection of flavours and functional options with added nutrients further strengthens their market position. Due to their practicality and adaptability, crunchy treats remain the

most popular choice among a wide range of consumers.

The immunity-boosting treats segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the immunity-boosting treats segment is predicted to witness the highest growth rate, driven by a rising emphasis on preventive care and holistic pet health. Owners are increasingly prioritizing ways to improve their cats' immune strength to minimize disease risks and reduce medical expenses. These products typically contain beneficial ingredients such as vitamins, antioxidants, probiotics, and other nutrients that aid immune defense. Heightened health consciousness, particularly following recent global health events, has further boosted demand. Support from veterinary professionals and nutrition specialists also contributes to the rapid expansion of this segment in various international markets.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by widespread pet ownership and high expenditure on quality pet care products. The region has a mature pet food sector that offers a diverse range of innovative and health-focused treats. Consumers, particularly in the United States and Canada, place strong emphasis on maintaining their pets' well-being, which boosts demand for functional snacks. The dominance is further reinforced by leading industry players, efficient distribution systems, and expanding online retail channels. These factors collectively position North America as a key market leader worldwide.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by rising pet ownership, improving income levels, and rapid urban development. Markets such as China, India, Japan, and South Korea are increasingly embracing the concept of pet humanization, resulting in greater spending on premium and functional pet care products. Growing awareness of pet health and nutrition is also boosting demand for specialized treats. In addition, the expansion of online retail platforms and strengthening distribution networks are improving product reach, making Asia Pacific the most rapidly expanding regional market globally.

Key players in the market

Some of the key players in Cat Treats and Functional Snacks Market include Mars Petcare, Nestlé, Purina, Hill's Pet Nutrition, J.M. Smucker Company, General Mills, Blue Buffalo, WellPet LLC, Diamond Pet Foods, Shameless Pets, Purrform, Colorado Pet Treats, VAFO Group, Interquell, Nature's Diet, Scrumbles, Beaphar, Central Garden & Pet and Spectrum Brands.

Key Developments:

In May 2026, Mars Petcare and Big Idea Ventures announce the launch of the Next Generation Pet Food Program, in collaboration with industry leaders AAK, B?hler, Givaudan, and Ingredion. Now in its third year, the program has become a leading global platform for advancing sustainable solutions in pet nutrition, focused on identifying and scaling the next generation of breakthrough technologies.

In July 2025, Nestlé Purina PetCare collaborated with packaging solutions company Berry Global Group, Inc., to convert the packaging for its Friskies® Party Mix® 20-oz and 30-oz cat treat canisters to 100% recycled plastic, excluding the label and lid. According to the companies, this achievement stems from a collaboration of packaging, material science, quality and operations personnel from both parties

In September 2023, Scrumbles recently established a partnership with Asda, a British supermarket chain, through which the company's gut-friendly pet food products will be available in 330 Asda stores across the United Kingdom. Thirty-two of Scrumbles' dry and wet food and treats for dogs and cats will be available through Asda. The brand is also available through Sainsbury's, Tesco, Pets At Home, Amazon and Ocado.

Product Types Covered:

Crunchy Treats

Soft & Chewable Treats

Freeze-Dried Treats

Functional Snacks

Liquid & Paste Treats

Ingredient Basis Covered:

- Meat-Based
- Plant-Based & Vegetarian
- Grain-Free Formulations
- Novel Protein

Functionalities Covered:

- Dental Health Treats
- Digestive Health Treats
- Skin & Coat Care Treats
- Joint & Mobility Support Treats
- Weight Management Treats
- Immunity-Boosting Treats

Packaging Formats Covered:

- Single-Serve Packs
- Multi-Pack Pouches
- Resealable Bags
- Bulk Containers

Distribution Channels Covered:

Supermarkets & Hypermarkets

Pet Specialty Stores

Veterinary Clinics

Online Retail & E-commerce

Convenience Stores

Price Tiers Covered:

Economy

Mid-Range

Premium

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence,
and strategic alliances

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