

Dog Treats & Functional Snacks Market Forecasts to 2034 – Global Analysis By Product (Conventional Dog Treats and Functional Dog Treats), Ingredient Type, Form, Dog Size, Price Range, Distribution Channel and By Geography

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Abstracts

According to Statistics MRC, the Global Dog Treats & Functional Snacks Market is accounted for \$8.75 billion in 2026 and is expected to reach \$15.96 billion by 2034 growing at a CAGR of 7.8% during the forecast period. Dog treats and functional snacks are formulated pet food products designed to reward, train, and support canine health beyond basic nutrition. These products incorporate functional ingredients such as vitamins, minerals, probiotics, omega fatty acids, and herbal extracts to address specific health needs including digestion, dental health, joint mobility, skin & coat wellness, and immunity. By blending nutrition with indulgence, dog treats and functional snacks play a critical role in modern pet care routines. Premiumization, clean-label formulations, and human-grade ingredient trends are reshaping the category. Leveraging advanced food processing, natural sourcing, and targeted functional claims, manufacturers are enhancing product differentiation while meeting rising consumer expectations for transparency, safety, and pet well-being.

Market Dynamics:

Driver:

Pet Humanization & Health Awareness

Increasing humanization of pets and growing awareness of canine health and wellness are primary growth drivers. Pet owners are shifting toward premium, functional treats

that provide specific benefits such as joint support, dental care, or weight management. The adoption of holistic and natural ingredients, alongside fortified formulations with probiotics, vitamins, and minerals, is fueling demand. This trend is further amplified by higher disposable incomes, increasing expenditure on pet care, and a willingness to invest in preventive and functional nutrition for dogs.

Restraint:

High Cost of Premium & Functional Treats

The higher price point of functional and premium dog treats restricts market penetration, particularly in price-sensitive regions. Production of nutrient-enriched formulations requires high-quality raw materials, stringent quality controls, and specialized manufacturing processes, increasing overall costs. Smaller pet food manufacturers may struggle to compete, while consumers with budget constraints may prefer conventional treats over functional variants. This cost barrier slows adoption rates, especially in emerging markets, limiting widespread consumption despite growing awareness of pet health benefits.

Opportunity:

Growing Online Retail & E-commerce Channels

Rapid growth of e-commerce and online pet specialty stores presents a significant opportunity. Digital platforms enable direct-to-consumer sales, subscription-based deliveries, and personalized treat offerings based on dog size, age, and health needs. Online channels also facilitate brand discovery, educational content, and targeted marketing campaigns, enhancing consumer engagement and loyalty. Rising internet penetration, mobile shopping trends, and convenience-driven purchasing behavior are expected to accelerate adoption of dog treats and functional snacks, especially in regions with expanding digital infrastructure.

Threat:

Regulatory Challenges & Ingredient Safety

Stringent regulations on pet food safety, labeling and ingredient claims pose challenges for manufacturers. Compliance with standards such as AAFCO, FDA, and regional authorities requires rigorous testing, documentation, and certification, increasing

operational costs. Any product recalls, mislabeling, or contamination incidents can harm brand reputation and consumer trust. Additionally, growing scrutiny over artificial additives and allergens may restrict certain formulations, pressuring manufacturers to innovate while maintaining safety, quality, and regulatory compliance.

Covid-19 Impact:

The COVID-19 pandemic positively influenced the dog treats and functional snacks market. Lockdowns and remote work increased pet adoption rates and pet-parent engagement, driving higher demand for treats, snacks, and functional supplements. With more time spent at home, pet owners sought products to enhance health, behavior, and training, accelerating adoption of functional treats. While supply chain disruptions initially caused delays, the long-term effect has been robust growth in both retail and e-commerce channels, reinforcing the importance of convenient and health-focused pet products.

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

The functional dog treats segment is expected to account for the largest market share during the forecast period, due to rising demand for health-oriented pet nutrition solutions. These treats offer targeted benefits such as digestive support, dental hygiene, joint health, skin and coat improvement, and stress reduction. Increasing veterinary recommendations and owner awareness of preventive healthcare are accelerating adoption. The shift toward natural ingredients, grain-free formulations, and supplement-infused snacks further strengthens demand, positioning functional treats as a staple rather than an optional indulgence.

The veterinary clinics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the veterinary clinics segment is predicted to witness the highest growth rate, due to increasing reliance on professional guidance for pet nutrition and wellness. Veterinarians play a critical role in recommending functional treats for managing specific health conditions, recovery, and preventive care. Growing trust in clinical channels, rising pet healthcare expenditure, and integration of nutrition counseling within veterinary services are driving sales through this segment. This trend reinforces veterinary clinics as influential distribution and education hubs.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to high pet ownership, premiumization trends, strong e-commerce penetration, and widespread awareness of canine health. The region's well-established pet care industry, coupled with high disposable income and a culture of pet humanization, encourages regular use of functional treats. Leading pet food manufacturers and startups continually innovate to meet consumer demand, strengthening North America's dominant position in the global market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to urbanization, rising disposable income, increased pet adoption, and expanding retail infrastructure are key factors. Governments are supporting the pet care ecosystem through regulatory modernization and veterinary healthcare initiatives. Countries like China, India, Japan, and South Korea are witnessing accelerated adoption of premium and functional treats, positioning Asia Pacific as the fastest-growing region for dog treat consumption and functional snack innovation.

Key players in the market

Some of the key players in Dog Treats & Functional Snacks Market include Mars, Incorporated, Diamond Pet Foods, Nestlé, Purina PetCare, VAFO Group a.s., J.M. Smucker Company, Off Leash Pet Treats, General Mills, Inc., Natural Balance Pet Foods, Colgate-Palmolive Company, Zesty Paws, Spectrum Brands Holdings, Inc., PetIQ, Inc., WellPet LLC, Petcurean Pet Nutrition and Merrick Pet Care, Inc.

Key Developments:

In October 2025, Mars Petcare and Big Idea Ventures have hand-picked three innovative startups for their 2025 Next Generation Pet Food Program, spotlighting sustainable biotech ingredients and circular feed solutions to transform pet nutrition and reduce environmental impact.

In March 2025, Mars, Incorporated has extended its partnership with the Washington Spirit, becoming the team's Official Petcare Partner, with its logo featured on jerseys and signage, community ticket donations, pet-friendly game nights, and collaborative fan and pet experiences.

Products Covered:

Conventional Dog Treats

Functional Dog Treats

Ingredient Types Covered:

Animal-Based Ingredients

Plant-Based Ingredients

Grain-Based Ingredients

Grain-Free Ingredients

Organic & Natural Ingredients

Forms Covered:

Soft Treats

Hard/Biscuits

Chews

Freeze-Dried Treats

Jerky Treats

Dog Sizes Covered:

Small Dogs

Medium Dogs

Large Dogs

Price Ranges Covered:

Economy

Mid-Range

Premium

Distribution Channels Covered:

Pet Specialty Stores

Supermarkets & Hypermarkets

Online Retail

Veterinary Clinics

Convenience Stores

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, 3032 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

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL DOG TREATS & FUNCTIONAL SNACKS MARKET, BY PRODUCT

- 5.1 Conventional Dog Treats
- 5.2 Functional Dog Treats
 - 5.2.1 Dental Care Treats
 - 5.2.2 Digestive Health Treats
 - 5.2.3 Joint & Mobility Support Treats
 - 5.2.4 Skin & Coat Health Treats
 - 5.2.5 Weight Management Treats
 - 5.2.6 Calming & Anxiety Relief Treats
 - 5.2.7 Immune Support Treats

6 GLOBAL DOG TREATS & FUNCTIONAL SNACKS MARKET, BY INGREDIENT TYPE

- 6.1 Animal-Based Ingredients
- 6.2 Plant-Based Ingredients
- 6.3 Grain-Based Ingredients
- 6.4 Grain-Free Ingredients
- 6.5 Organic & Natural Ingredients

7 GLOBAL DOG TREATS & FUNCTIONAL SNACKS MARKET, BY FORM

- 7.1 Soft Treats
- 7.2 Hard/Biscuits
- 7.3 Chews
- 7.4 Freeze-Dried Treats
- 7.5 Jerky Treats

8 GLOBAL DOG TREATS & FUNCTIONAL SNACKS MARKET, BY DOG SIZE

- 8.1 Small Dogs
- 8.2 Medium Dogs
- 8.3 Large Dogs

9 GLOBAL DOG TREATS & FUNCTIONAL SNACKS MARKET, BY PRICE RANGE

- 9.1 Economy
- 9.2 Mid-Range
- 9.3 Premium

10 GLOBAL DOG TREATS & FUNCTIONAL SNACKS MARKET, BY DISTRIBUTION CHANNEL

- 10.1 Pet Specialty Stores
- 10.2 Supermarkets & Hypermarkets
- 10.3 Online Retail
- 10.4 Veterinary Clinics
- 10.5 Convenience Stores

11 GLOBAL DOG TREATS & FUNCTIONAL SNACKS MARKET, BY GEOGRAPHY

- 11.1 North America
 - 11.1.1 United States
 - 11.1.2 Canada
 - 11.1.3 Mexico
- 11.2 Europe
 - 11.2.1 United Kingdom
 - 11.2.2 Germany
 - 11.2.3 France
 - 11.2.4 Italy
 - 11.2.5 Spain
 - 11.2.6 Netherlands
 - 11.2.7 Belgium
 - 11.2.8 Sweden
 - 11.2.9 Switzerland
 - 11.2.10 Poland
 - 11.2.11 Rest of Europe
- 11.3 Asia Pacific
 - 11.3.1 China
 - 11.3.2 Japan
 - 11.3.3 India
 - 11.3.4 South Korea
 - 11.3.5 Australia

- 11.3.6 Indonesia
- 11.3.7 Thailand
- 11.3.8 Malaysia
- 11.3.9 Singapore
- 11.3.10 Vietnam
- 11.3.11 Rest of Asia Pacific
- 11.4 South America
 - 11.4.1 Brazil
 - 11.4.2 Argentina
 - 11.4.3 Colombia
 - 11.4.4 Chile
 - 11.4.5 Peru
 - 11.4.6 Rest of South America
- 11.5 Rest of the World (RoW)
 - 11.5.1 Middle East
 - 11.5.1.1 Saudi Arabia
 - 11.5.1.2 United Arab Emirates
 - 11.5.1.3 Qatar
 - 11.5.1.4 Israel
 - 11.5.1.5 Rest of Middle East
 - 11.5.2 Africa
 - 11.5.2.1 South Africa
 - 11.5.2.2 Egypt
 - 11.5.2.3 Morocco
 - 11.5.2.4 Rest of Africa

12 STRATEGIC MARKET INTELLIGENCE

- 12.1 Industry Value Network and Supply Chain Assessment
- 12.2 White-Space and Opportunity Mapping
- 12.3 Product Evolution and Market Life Cycle Analysis
- 12.4 Channel, Distributor, and Go-to-Market Assessment

13 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 13.1 Mergers and Acquisitions
- 13.2 Partnerships, Alliances, and Joint Ventures
- 13.3 New Product Launches and Certifications
- 13.4 Capacity Expansion and Investments

13.5 Other Strategic Initiatives

14 COMPANY PROFILES

- 14.1 Mars, Incorporated
- 14.2 Diamond Pet Foods
- 14.3 Nestl? Purina PetCare
- 14.4 VAFO Group a.s.
- 14.5 J.M. Smucker Company
- 14.6 Off Leash Pet Treats
- 14.7 General Mills, Inc.
- 14.8 Natural Balance Pet Foods
- 14.9 Colgate-Palmolive Company
- 14.10 Zesty Paws
- 14.11 Spectrum Brands Holdings, Inc.
- 14.12 PetIQ, Inc.
- 14.13 WellPet LLC
- 14.14 Petcurean Pet Nutrition
- 14.15 Merrick Pet Care, Inc.

List Of Tables

LIST OF TABLES

- Table 1 Global Dog Treats & Functional Snacks Market Outlook, By Region (2023-2034) (\$MN)
- Table 2 Global Dog Treats & Functional Snacks Market Outlook, By Product (2023-2034) (\$MN)
- Table 3 Global Dog Treats & Functional Snacks Market Outlook, By Conventional Dog Treats (2023-2034) (\$MN)
- Table 4 Global Dog Treats & Functional Snacks Market Outlook, By Functional Dog Treats (2023-2034) (\$MN)
- Table 5 Global Dog Treats & Functional Snacks Market Outlook, By Dental Care Treats (2023-2034) (\$MN)
- Table 6 Global Dog Treats & Functional Snacks Market Outlook, By Digestive Health Treats (2023-2034) (\$MN)
- Table 7 Global Dog Treats & Functional Snacks Market Outlook, By Joint & Mobility Support Treats (2023-2034) (\$MN)
- Table 8 Global Dog Treats & Functional Snacks Market Outlook, By Skin & Coat Health Treats (2023-2034) (\$MN)
- Table 9 Global Dog Treats & Functional Snacks Market Outlook, By Weight Management Treats (2023-2034) (\$MN)
- Table 10 Global Dog Treats & Functional Snacks Market Outlook, By Calming & Anxiety Relief Treats (2023-2034) (\$MN)
- Table 11 Global Dog Treats & Functional Snacks Market Outlook, By Immune Support Treats (2023-2034) (\$MN)
- Table 12 Global Dog Treats & Functional Snacks Market Outlook, By Ingredient Type (2023-2034) (\$MN)
- Table 13 Global Dog Treats & Functional Snacks Market Outlook, By Animal-Based Ingredients (2023-2034) (\$MN)
- Table 14 Global Dog Treats & Functional Snacks Market Outlook, By Plant-Based Ingredients (2023-2034) (\$MN)
- Table 15 Global Dog Treats & Functional Snacks Market Outlook, By Grain-Based Ingredients (2023-2034) (\$MN)
- Table 16 Global Dog Treats & Functional Snacks Market Outlook, By Grain-Free Ingredients (2023-2034) (\$MN)
- Table 17 Global Dog Treats & Functional Snacks Market Outlook, By Organic & Natural Ingredients (2023-2034) (\$MN)
- Table 18 Global Dog Treats & Functional Snacks Market Outlook, By Form (2023-2034)

(\$MN)

Table 19 Global Dog Treats & Functional Snacks Market Outlook, By Soft Treats (2023-2034) (\$MN)

Table 20 Global Dog Treats & Functional Snacks Market Outlook, By Hard/Biscuits (2023-2034) (\$MN)

Table 21 Global Dog Treats & Functional Snacks Market Outlook, By Chews (2023-2034) (\$MN)

Table 22 Global Dog Treats & Functional Snacks Market Outlook, By Freeze-Dried Treats (2023-2034) (\$MN)

Table 23 Global Dog Treats & Functional Snacks Market Outlook, By Jerky Treats (2023-2034) (\$MN)

Table 24 Global Dog Treats & Functional Snacks Market Outlook, By Dog Size (2023-2034) (\$MN)

Table 25 Global Dog Treats & Functional Snacks Market Outlook, By Small Dogs (2023-2034) (\$MN)

Table 26 Global Dog Treats & Functional Snacks Market Outlook, By Medium Dogs (2023-2034) (\$MN)

Table 27 Global Dog Treats & Functional Snacks Market Outlook, By Large Dogs (2023-2034) (\$MN)

Table 28 Global Dog Treats & Functional Snacks Market Outlook, By Price Range (2023-2034) (\$MN)

Table 29 Global Dog Treats & Functional Snacks Market Outlook, By Economy (2023-2034) (\$MN)

Table 30 Global Dog Treats & Functional Snacks Market Outlook, By Mid-Range (2023-2034) (\$MN)

Table 31 Global Dog Treats & Functional Snacks Market Outlook, By Premium (2023-2034) (\$MN)

Table 32 Global Dog Treats & Functional Snacks Market Outlook, By Distribution Channel (2023-2034) (\$MN)

Table 33 Global Dog Treats & Functional Snacks Market Outlook, By Pet Specialty Stores (2023-2034) (\$MN)

Table 34 Global Dog Treats & Functional Snacks Market Outlook, By Supermarkets & Hypermarkets (2023-2034) (\$MN)

Table 35 Global Dog Treats & Functional Snacks Market Outlook, By Online Retail (2023-2034) (\$MN)

Table 36 Global Dog Treats & Functional Snacks Market Outlook, By Veterinary Clinics (2023-2034) (\$MN)

Table 37 Global Dog Treats & Functional Snacks Market Outlook, By Convenience Stores (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

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