

Pet Food Extrusion Market Forecasts to 2032 – Global Analysis By Product Type (Dry Pet Food, Semi-Moist Pet Food, Wet Pet Food, Complete Diets, and Other Product Types), Extruder Type, Processing Technology, Source, Distribution Channel and By Geography

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Abstracts

According to Statistics MRC, the Global Pet Food Extrusion Market is accounted for \$40.75 billion in 2025 and is expected to reach \$67.18 billion by 2032 growing at a CAGR of 7.4% during the forecast period. Pet food extrusion is a technique for producing consistent, nutrient-rich pet foods with diverse shapes and textures. Ingredients like grains, proteins, fats, and micronutrients are mixed and processed through an extruder, where heat, pressure, and mechanical shear cook and shape the mixture. This process gelatinizes starches, modifies proteins, and ensures even cooking, resulting in dry, semi-moist, or expanded pet food. Extrusion enhances digestibility, preserves nutrients, extends shelf life, and enables precise formulation to satisfy the dietary needs of dogs, cats, and other pets.

According to the American Pet Products Association, in 2025, 68 million U.S. households own a pet dog, and 49 million own pet cats.

Market Dynamics:

Driver:

Rising pet ownership

Urbanization, nuclear family structures, and changing lifestyles are encouraging more households to adopt companion animals. Pets are increasingly viewed as family members, which is raising expectations for high-quality, nutritionally balanced food. This shift is driving demand for extruded pet food products that offer consistent texture, taste, and nutrient retention. Manufacturers are leveraging extrusion technology to develop customized diets for different life stages and breeds. Premiumization trends are further accelerating the uptake of scientifically formulated extruded pet foods. As disposable incomes rise, spending on processed and specialized pet nutrition continues to expand.

Restraint:

High initial capital expenditure

Setting up extrusion facilities involves substantial costs related to advanced machinery, energy infrastructure, and quality control systems. Small and medium-scale manufacturers often face financial barriers when adopting modern extrusion technologies. Additionally, maintenance and skilled labor requirements add to operational expenses. Compliance with food safety and pet nutrition regulations further increases capital outlay. Fluctuating raw material prices can strain return on investment for new entrants. These factors collectively slow capacity expansion, particularly in price-sensitive regions.

Opportunity:

Alternative protein integration

Growing concerns over sustainability and environmental impact are driving interest in insect protein, plant-based proteins, and lab-grown alternatives. Extrusion technology enables efficient processing and blending of these novel ingredients into palatable pet food formats. Pet owners seeking ethical and eco-friendly options are increasingly open to such formulations. Alternative proteins also help manufacturers mitigate risks associated with traditional meat supply volatility. Ongoing R&D is improving digestibility and amino acid profiles of these ingredients. This trend is opening new product innovation pathways and differentiation strategies.

Threat:

Counterfeit and substandard products

Unregulated players often introduce substandard extruded products that compromise pet health and safety. These products can damage consumer trust in branded pet food manufacturers. Price undercutting by counterfeit goods creates unfair competition in emerging markets. Weak regulatory enforcement in certain regions exacerbates the issue. Manufacturers are forced to invest more in packaging security and traceability systems. Persistent quality concerns can negatively impact overall market credibility and growth.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the pet food extrusion market. Supply chain disruptions initially affected raw material availability and production schedules. Lockdowns and logistics constraints led to short-term shortages of extruded pet food products. Consumers preferred long-shelf-life dry and extruded products due to stockpiling behavior. E-commerce channels gained prominence as physical retail faced restrictions. Post-pandemic, manufacturers are focusing on supply chain resilience and automation to manage future disruptions.

The dry pet food segment is expected to be the largest during the forecast period

The dry pet food segment is expected to account for the largest market share during the forecast period. Dry extruded pet food offers advantages such as longer shelf life and ease of storage. It is cost-effective compared to wet and semi-moist alternatives, making it widely accessible. Extrusion allows precise control over nutrient composition and kibble structure. Pet owners value dry food for its convenience and dental health benefits. Manufacturers can efficiently scale production of dry extruded products.

The online retail segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online retail segment is predicted to witness the highest growth rate. Rapid digitalization and increasing smartphone penetration are transforming pet food purchasing behavior. Consumers prefer online platforms for convenience, subscription models, and wider product choices. E-commerce enables easy access to premium and specialized extruded pet foods. Direct-to-consumer strategies are helping brands improve margins and customer engagement. The availability of detailed product information and reviews builds buyer confidence.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. High pet ownership rates and strong spending on pet care support market dominance. Consumers in the region show a strong preference for premium and functional pet food products. Advanced manufacturing infrastructure enables widespread adoption of modern extrusion technologies. Regulatory standards encourage consistent quality and nutritional labeling. Leading global pet food companies are headquartered or strongly established in this region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to rapid urbanization and rising middle-class populations are increasing pet adoption rates. Awareness of commercial pet nutrition is growing across emerging economies. Extruded pet food is gaining acceptance due to improved availability and affordability. International brands are expanding their presence through local manufacturing and partnerships. E-commerce growth is enhancing product accessibility in both urban and semi-urban areas.

Key players in the market

Some of the key players in Pet Food Extrusion Market include Mars, Incorporated, Nestlé, Purina PetCare, Hill's Pet Nutrition, The J. M. Smucker Company, General Mills, Inc., Diamond Pet Foods, Inc., WellPet LLC, ADM Animal Nutrition, Cletral SAS, Böhler Group, ANDRITZ AG, Baker Perkins Ltd., Amandus Kahl GmbH & Co. KG, Coperion GmbH, Satake Corporation.

Key Developments:

In October 2025, Blue Buffalo announced the national launch of its new Love Made Fresh line available in the same stores where you buy meals for the whole family. This launch marks Blue Buffalo and General Mills' entry into the fast-growing \$3 billion fresh pet food category, positioning Love Made Fresh as a premium fresh feeding option designed to help pet parents make every meal a "fresh act of love," for the pups who are beloved family members.

In August 2024, Mars, Incorporated and Kellanova announced that they have entered into a definitive agreement under which Mars has agreed to acquire Kellanova for \$83.50 per share in cash, for a total consideration of \$35.9 billion, including assumed

net leverage.¹ The transaction price represents a premium of approximately 44% to Kellanova's unaffected 30-trading day volume weighted average price and a premium of approximately 33% to Kellanova's unaffected 52-week high as of August 2, 2024.

Product Types Covered:

Dry Pet Food

Semi-Moist Pet Food

Wet Pet Food

Complete Diets

Other Product Types

Extruder Types Covered:

Single Screw Extruder

Twin Screw Extruder

Processing Technologies Covered:

Hot Extrusion

Cold Extrusion

Sources Covered:

Animal Derivatives

Plant-Based Ingredients

Grain & Oilseed

Vitamin & Minerals

Additives

Distribution Channels Covered:

Supermarkets / Hypermarkets

Online Retail

Pet Specialty Stores

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Pet Food Extrusion Market Forecasts to 2032 – Global Analysis By Product Type (Dry Pet Food, Semi-Moist Pet Fo...

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- 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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