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Pet Snacks and Treats Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Eatables, Chewables), By Pet Type (Dog, Cat, Others), By Sales Channel (Supermarkets/Hypermarkets, Pet Specialty Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Pet Snacks and Treats Market is projected to expand from USD 9.28 Billion in 2025 to USD 13.10 Billion by 2031, registering a CAGR of 5.91%. These products are characterized as complementary dietary additions intended for training, behavioral enrichment, or specific health outcomes rather than as primary daily nutrition. Market growth is largely fueled by the pet humanization trend, where owners treat animals like family members, demanding human-grade, high-quality ingredients. Additionally, heightened awareness regarding animal wellness is boosting demand for functional benefits, such as dental care and anxiety relief, which sustains value beyond temporary trends.

Conversely, global inflation poses a significant obstacle to market growth by compelling price-sensitive consumers to cut back on non-essential spending. This economic pressure often results in consumers trading down to value brands or purchasing treats less frequently, which directly negatively affects revenue. Data from the European Pet Food Industry Federation highlights this vulnerability; in 2025, dog treats comprised 24% of the European pet food market's value but only 9% of its volume, demonstrating the sector's dependence on premium pricing that is susceptible to economic fluctuations.

Market Driver

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The increasing prevalence of pet humanization and pet parenting acts as a primary catalyst for market expansion. As owners increasingly view pets as family, consumption patterns shift toward premiumization, prioritizing nutritional quality over price. This leads to substantial spending on high-quality treats that meet human dietary standards. According to the American Pet Products Association's March 2024 'State of the Industry' presentation, U.S. spending on pet food and treats hit $64.4 billion in 2023. Global manufacturing results further confirm this willingness to invest; Nestl?'s '2023 Annual Report' from February 2024 noted that their PetCare division saw 12.1% organic growth, surpassing all other segments and proving the sector's resilience.

Simultaneously, the growth of e-commerce and direct-to-consumer channels is transforming market accessibility. Digital platforms enhance the visibility of niche wellness brands, while subscription services secure consistent sales volumes, protecting manufacturers from irregular purchasing habits. This shift is exemplified by major retailer data; Chewy, Inc.'s 'Fiscal Year 2023 Shareholder Letter' from March 2024 reported that Autoship sales totaled $8.5 billion, accounting for over 76% of net sales. Such high volumes of recurring orders demonstrate that digital convenience and automated replenishment are essential drivers for sustained revenue in the treats sector.

Market Challenge

Global inflation significantly hinders the pet snacks and treats market by diminishing consumer purchasing power and modifying spending on discretionary goods. As living costs rise, pet owners are forced to prioritize essential complete diets over complementary items, often regarding treats as dispensable luxuries. This financial limitation drives a shift from high-margin, human-grade products toward economy options, thereby disrupting the trend of premiumization that has historically fueled sector value.

The consequences of this economic strain are visible in the pressure on sales volumes as buyers become more price-sensitive. Manufacturers grapple with increasing input costs while consumers simultaneously reject higher prices for non-essential rewards. The American Pet Products Association reported that the U.S. pet food and treat sector generated $65.8 billion in sales in 2024, highlighting the vast scale of revenue vulnerable to these changing spending habits. Consequently, as consumers restrict their budgets, the decreased capacity for discretionary indulgence directly limits the market's potential to maintain previous rapid expansion rates.

Market Trends

The proliferation of functional treats focused on preventive health has altered consumer behavior, moving preference from generic rewards to formulations offering specific medical benefits. Owners now seek snacks designed to manage conditions like digestive issues, anxiety, and joint mobility, blending dietary supplementation with behavioral enrichment. This shift toward utility-driven nutrition is transforming product lines, as companies add probiotics, calming botanicals, and clinical supplements to maintain value during economic slumps. As noted by International Petfood in February 2025, Purina PetCare reported full-year sales of CHF 18.9 billion, with performance largely buoyed by functional premium lines like Purina ProPlan despite broader market softness.

Concurrently, the industry is seeing widespread adoption of upcycled ingredients for sustainable production, motivated by the need to reduce carbon footprints and supply chain waste. Brands are increasingly integrating nutrient-rich byproducts from the human food sector, such as vegetable pomace and organ meats, into treat recipes to attract eco-conscious consumers without sacrificing nutrition. This shift validates the circular economy within the pet sector and helps stabilize input costs by utilizing previously wasted resources. According to the Pet Food Institute's '2025 Pet Food Production and Ingredient Analysis' report from April 2025, U.S. manufacturers used over 3 million tons of upcycled ingredients in dog food production in 2024, highlighting the extent of this trend.

Key Market Players

- Mars, Incorporated
- Nestle
- Schell & Kampeter, Inc.
- The J.M. Smucker Company
- Hill's Pet Nutrition, Inc.
- Addiction Foods

Wellness Pet Company

Spectrum Brands, Inc.

Unicharm Corporation

Blue Buffalo Co., Ltd

Report Scope

In this report, the Global Pet Snacks and Treats Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Pet Snacks and Treats Market, By Product

Eatables

Chewables

Pet Snacks and Treats Market, By Pet Type

Dog

Cat

Others

Pet Snacks and Treats Market, By Sales Channel

Supermarkets/Hypermarkets

Pet Specialty Stores

Online

Others

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Pet Snacks and Treats Market, By Region

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - France
  - United Kingdom
  - Italy
  - Germany
  - Spain
- Asia Pacific
  - China
  - India
  - Japan
  - Australia
  - South Korea
- South America
  - Brazil
  - Argentina

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Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Pet Snacks and Treats Market.

Available Customizations:

Global Pet Snacks and Treats Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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