Pet Supplies Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Type (Food Supplies, Grooming Supplies, Apparel, Health & Wellness Supplies, Flea & Ticks Products, Cleanup & bathing Supplies, Accessories, and Others), By Pet Type (Dog, Cat, Fish, Horse, and Others), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, and Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Pet Supplies Market is projected to expand from USD 349.07 Billion in 2025 to USD 573.29 Billion by 2031, reflecting a CAGR of 8.62%. This sector encompasses non-dietary products for companion animals, including housing, toys, grooming tools, and training aids. The primary growth catalyst is the trend of pet humanization, where owners regard animals as family, combined with higher disposable incomes that allow for spending on comfort and luxury items. Furthermore, steady pet adoption rates drive the ongoing need for essential equipment and accessories. Highlighting this financial commitment, the American Pet Products Association reported that spending on supplies, live animals, and over-the-counter medications in the United States hit $33.3 billion in 2024, emphasizing the investment owners make in their pets' well-being beyond mere nutrition.

Conversely, the market faces substantial hurdles due to economic inflation and supply chain instability. Rising costs for raw materials and logistics force manufacturers to raise

prices, potentially suppressing consumer demand for discretionary items. As financial pressures cause owners to prioritize essential dietary requirements over premium accessories, sales volumes for non-essential supplies risk stagnation, which could impede the broader expansion of the market.

Market Driver

The proliferation of E-commerce and Direct-to-Consumer retail channels is transforming the sector by providing unmatched convenience and personalized shopping journeys. Digital platforms offer owners access to extensive inventories of niche accessories, grooming tools, and training aids unavailable in physical stores, while subscription models secure recurring revenue and customer loyalty. Major players are capitalizing on this shift; for instance, Chewy, Inc. reported net sales of $11.86 billion for the fiscal year 2024 in its 'Fiscal Fourth Quarter and Full Year 2024 Financial Results' from March 2025, largely driven by its Autoship service. This growth underscores a strong consumer preference for online purchasing of non-dietary goods, urging traditional retailers to hasten their omnichannel strategies.

Concurrently, increasing global pet ownership and adoption rates are stimulating sustained demand for essentials like housing, bedding, and travel gear. As more households acquire companion animals, the immediate necessity for initial setup equipment and the continued need for enrichment products establish a solid sales foundation, especially in developed regions where pets are considered family. This trend is evident in North America's rising ownership density; the American Pet Products Association's '2025 State of the Industry Report' noted that 94 million U.S. households owned at least one pet in 2024. This growing base supports the sector's financial vitality, contributing to total U.S. pet industry expenditures of $152 billion in 2024, as reported by the association in 2025.

Market Challenge

Economic inflation and supply chain volatility represent significant obstacles to the growth of the Global Pet Supplies Market. Rising expenses for raw materials and transportation necessitate price increases from manufacturers to maintain margins, thereby transferring the financial burden to the end consumer. This inflationary climate interrupts the typical buying cycle for discretionary items, as elevated prices discourage owners from purchasing products such as grooming tools, luxury housing, and premium toys.

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As financial limitations tighten, consumers are increasingly prioritizing essential dietary needs over supplementary equipment, resulting in reduced consumption of non-essential merchandise. This contraction in spending is reflected in recent industry findings; according to the American Pet Products Association in 2024, nearly 19% of pet owners intended to lower their overall pet care spending compared to the previous year. Such data demonstrates how economic instability suppresses demand for accessories and training aids, creating a risk of stagnation that hinders the market's overall revenue growth.

Market Trends

The incorporation of AI and IoT into smart pet care devices is gaining momentum as owners seek technology offering real-time health monitoring and reassurance. This trend involves the widespread use of GPS trackers, smart collars, and automated feeding systems that facilitate remote management of a pet's welfare. These devices are advancing beyond basic tracking to provide predictive health insights by measuring vital signs and activity levels to identify medical issues early. The commercial success of specialized tech firms highlights this demand; for example, GlobalPETS reported in December 2024 that the GPS tracking company Tractive reached an annual recurring revenue (ARR) of ?100 million in 2024, fueled by strong consumer adoption of its hardware and subscriptions.

Simultaneously, the emergence of eco-friendly and sustainable materials is shaping purchasing decisions as owners become more environmentally aware. This shift prompts manufacturers to use recycled plastics, biodegradable components, and locally sourced materials for products like bedding, toys, and waste bags. Consumers are actively favoring brands that match their values regarding carbon footprint reduction and ethical sourcing, often selecting these products despite higher costs. This sustainability preference is supported by recent data; according to Rover.com's 'True Cost of Pet Parenthood Report' from March 2025, 55% of surveyed pet parents in Canada prioritize locally sourced or domestic pet brands, indicating a broader market shift toward responsible consumption.

Key Market Players

- Blue Buffalo Co., Ltd.
- Champion Petfoods

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Colgate-Palmolive Company

Doskocil Manufacturing Company, Inc.

General Mills Inc.

Greenies

KONG Company

Mars, Incorporated

Nestle

Pet Care Inc.

Report Scope

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

Pet Supplies Market, By Type

Food Supplies

Grooming Supplies

Apparel

Health & Wellness Supplies

Flea & Ticks Products

Cleanup & bathing Supplies

Accessories

Others

Pet Supplies Market, By Pet Type

- Dog
- Cat
- Fish
- Horse
- Others

Pet Supplies Market, By Sales Channel

- Supermarkets/Hypermarkets
- Specialty Stores
- Online
- Others

Pet Supplies Market, By Region

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - France
  - United Kingdom

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- Italy
- Germany
- Spain

Asia Pacific

- China
- India
- Japan
- Australia
- South Korea

South America

- Brazil
- Argentina
- Colombia

Middle East & Africa

- South Africa
- Saudi Arabia
- UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Pet Supplies Market.

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Available Customizations:

Global Pet Supplies 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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