

Pet Toys Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Plush Toys, Rope and Tug Toys, Balls, Chew Toys, Others), By Pet Type (Dog, Cat, Birds and Others), By Material Type (Rubber, Cotton, Nylon, Plastic and Others), By Size (Small, Medium, Large), By Distribution Channel (Supermarkets/Hypermarkets, Pet Specialty Stores, Groomers Mall, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Pet Toys Market is projected to experience substantial growth, expanding from USD 9.73 Billion in 2025 to USD 15.36 Billion by 2031, with a Compound Annual Growth Rate (CAGR) of 7.91%. Pet toys are defined as inedible instruments designed to support physical exercise, mental enrichment, and behavioral satisfaction for companion animals. The primary driver underpinning this market expansion is the humanization of pets, as owners increasingly regard their animals as essential family members who require emotional care and cognitive stimulation. Furthermore, growing awareness concerning pet health and the necessity of weight management through active play reinforces the demand for these products, establishing a stable foundation for industry growth that extends beyond temporary consumer fads.

A significant challenge hindering market progress involves the environmental footprint of synthetic production materials, as both regulatory bodies and consumers increasingly insist on sustainable alternatives to traditional plastics. Transitioning to these eco-friendly options requires complex manufacturing modifications that can disrupt supply chains and increase production costs. Despite these operational hurdles, the sector's

economic scale remains impressive. According to data from the American Pet Products Association, the market segment for supplies, which includes pet toys, achieved total sales of \$33.3 billion for the 2024 fiscal year as of 2025.

Market Driver

The rising humanization of pets is a primary force reshaping the industry, driving demand for premium products as owners increasingly treat their companion animals with the same care and regard as children. This strong emotional bond prompts consumers to purchase high-quality, non-essential items, specifically shifting spending toward celebration-centric goods such as holiday-themed toys and birthday gifts. Such purchasing habits indicate a deeper integration of pets into family traditions, ensuring a consistent market for premium goods that goes beyond basic necessities. This trend toward anthropomorphic spending is highlighted by the American Pet Products Association's '2024 Dog and Cat Report' from August 2024, which noted that 44% of dog owners bought a gift for their pet's birthday.

Additionally, the expansion of direct-to-consumer distribution and e-commerce provides a vital pathway for market development, offering exceptional convenience and access to a wide variety of specialized entertainment products. Online platforms enable manufacturers to bypass traditional retail limitations, allowing them to reach a broader audience and secure recurring revenue through subscription models and autoship services. This digital shift effectively serves a vast demographic; the American Pet Products Association reported in March 2025 that 94 million U.S. households own at least one pet, creating a massive addressable market for digital retail. Consequently, online adoption rates have surged, with GlobalPETS citing a September 2024 survey by RBC Capital Markets that showed 88.9% of pet owners purchased supplies online in 2024, underscoring the dominance of this channel.

Market Challenge

The environmental impact of synthetic materials and the resulting demand for sustainable alternatives pose a significant challenge to the Global Pet Toys Market. This trend compels manufacturers to shift from cost-effective traditional plastics to eco-friendly materials like natural rubber, hemp, or recycled fibers. Adopting these alternatives requires complex supply chain restructuring and significant manufacturing adjustments, which directly increase production costs. As a result, companies must either absorb these expenses, thereby reducing profit margins, or pass them on to consumers through higher retail prices. Since pet toys are largely discretionary

purchases, elevated price points risk dampening consumer demand and reducing sales volume, which stifles the industry's revenue potential.

The economic pressure created by these sustainability requirements is evident in the sector's conservative growth forecasts. The market's expansion is visibly constrained by the financial burden of these necessary operational changes. According to the American Pet Products Association, the market segment for supplies, including pet toys, is projected to reach \$34.3 billion in sales in 2025. This figure represents only a marginal increase over the previous fiscal year, illustrating how the capital-intensive nature of sustainable manufacturing acts as a friction point that limits the market's capacity for rapid economic progression.

Market Trends

The development of calming and anxiety-relief toy solutions is emerging as a critical trend, spurred by increased owner sensitivity to pet mental health and behavioral issues like separation anxiety. Manufacturers are increasingly creating products that feature soothing mechanisms, such as repetitive licking surfaces, aromatherapeutic scent releases, and heartbeat simulations, to help alleviate stress in companion animals. This focus on emotional well-being is supported by rapid consumer adoption rates; the American Pet Products Association's '2024 Dog and Cat Report' from August 2024 indicates that the use of calming products for dogs has risen by 168% since 2018, highlighting a massive shift toward goods that offer psychological comfort alongside entertainment.

Concurrent with this, the surge in cognitive enrichment and puzzle feeder toys is reshaping the sector by converting passive playtime into mentally stimulating activities that mimic natural foraging behaviors. This trend satisfies the growing consumer demand for behavioral management tools that prevent boredom and reduce destructive actions, particularly for indoor pets that need sustained engagement. The market appetite for these functional, brain-centric accessories is evident in the rising use of behavioral tools. According to the American Pet Products Association's '2024 Dog and Cat Report' from August 2024, 46% of cat owners now utilize training aids, an increase from 34% in 2018, demonstrating an expanding reliance on instruments that facilitate structured enrichment and mental acuity.

Key Market Players

Radio Systems Corporation

KONG Company

Chuckit

Nylabone

Outward Hound

Ethical Products Inc.

Multipet International

Petmate

Tuffy's Pet Foods

Petstages

Report Scope

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

Pet Toys Market, By Product Type

Plush Toys

Rope and Tug Toys

Balls

Chew Toys

Others

Pet Toys Market, By Pet Type

Dog

Cat

Birds

Others

Pet Toys Market, By Material Type

Rubber

Cotton

Nylon

Plastic

Others

Pet Toys Market, By Size

Small

Medium

Large

Pet Toys Market, By Distribution Channel

Supermarkets/Hypermarkets

Pet Specialty Stores

Groomers Mall

Online

Others

Pet Toys 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

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

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

Available Customizations:

Global Pet Toys 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).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL PET TOYS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type (Plush Toys, Rope and Tug Toys, Balls, Chew Toys, Others)
 - 5.2.2. By Pet Type (Dog, Cat, Birds, Others)
 - 5.2.3. By Material Type (Rubber, Cotton, Nylon, Plastic, Others)
 - 5.2.4. By Size (Small, Medium, Large)

5.2.5. By Distribution Channel (Supermarkets/Hypermarkets, Pet Specialty Stores, Groomers Mall, Online, Others)

5.2.6. By Region

5.2.7. By Company (2025)

5.3. Market Map

6. NORTH AMERICA PET TOYS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Pet Type

6.2.3. By Material Type

6.2.4. By Size

6.2.5. By Distribution Channel

6.2.6. By Country

6.3. North America: Country Analysis

6.3.1. United States Pet Toys Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Pet Type

6.3.1.2.3. By Material Type

6.3.1.2.4. By Size

6.3.1.2.5. By Distribution Channel

6.3.2. Canada Pet Toys Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Pet Type

6.3.2.2.3. By Material Type

6.3.2.2.4. By Size

6.3.2.2.5. By Distribution Channel

6.3.3. Mexico Pet Toys Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

- 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Product Type
 - 6.3.3.2.2. By Pet Type
 - 6.3.3.2.3. By Material Type
 - 6.3.3.2.4. By Size
 - 6.3.3.2.5. By Distribution Channel

7. EUROPE PET TOYS MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type
 - 7.2.2. By Pet Type
 - 7.2.3. By Material Type
 - 7.2.4. By Size
 - 7.2.5. By Distribution Channel
 - 7.2.6. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Pet Toys Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Product Type
 - 7.3.1.2.2. By Pet Type
 - 7.3.1.2.3. By Material Type
 - 7.3.1.2.4. By Size
 - 7.3.1.2.5. By Distribution Channel
 - 7.3.2. France Pet Toys Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Product Type
 - 7.3.2.2.2. By Pet Type
 - 7.3.2.2.3. By Material Type
 - 7.3.2.2.4. By Size
 - 7.3.2.2.5. By Distribution Channel
 - 7.3.3. United Kingdom Pet Toys Market Outlook
 - 7.3.3.1. Market Size & Forecast

- 7.3.3.1.1. By Value
- 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Product Type
 - 7.3.3.2.2. By Pet Type
 - 7.3.3.2.3. By Material Type
 - 7.3.3.2.4. By Size
 - 7.3.3.2.5. By Distribution Channel
- 7.3.4. Italy Pet Toys Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Product Type
 - 7.3.4.2.2. By Pet Type
 - 7.3.4.2.3. By Material Type
 - 7.3.4.2.4. By Size
 - 7.3.4.2.5. By Distribution Channel
- 7.3.5. Spain Pet Toys Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product Type
 - 7.3.5.2.2. By Pet Type
 - 7.3.5.2.3. By Material Type
 - 7.3.5.2.4. By Size
 - 7.3.5.2.5. By Distribution Channel

8. ASIA PACIFIC PET TOYS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type
 - 8.2.2. By Pet Type
 - 8.2.3. By Material Type
 - 8.2.4. By Size
 - 8.2.5. By Distribution Channel
 - 8.2.6. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Pet Toys Market Outlook

- 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
- 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product Type
 - 8.3.1.2.2. By Pet Type
 - 8.3.1.2.3. By Material Type
 - 8.3.1.2.4. By Size
 - 8.3.1.2.5. By Distribution Channel
- 8.3.2. India Pet Toys Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product Type
 - 8.3.2.2.2. By Pet Type
 - 8.3.2.2.3. By Material Type
 - 8.3.2.2.4. By Size
 - 8.3.2.2.5. By Distribution Channel
- 8.3.3. Japan Pet Toys Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product Type
 - 8.3.3.2.2. By Pet Type
 - 8.3.3.2.3. By Material Type
 - 8.3.3.2.4. By Size
 - 8.3.3.2.5. By Distribution Channel
- 8.3.4. South Korea Pet Toys Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product Type
 - 8.3.4.2.2. By Pet Type
 - 8.3.4.2.3. By Material Type
 - 8.3.4.2.4. By Size
 - 8.3.4.2.5. By Distribution Channel
- 8.3.5. Australia Pet Toys Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast

- 8.3.5.2.1. By Product Type
- 8.3.5.2.2. By Pet Type
- 8.3.5.2.3. By Material Type
- 8.3.5.2.4. By Size
- 8.3.5.2.5. By Distribution Channel

9. MIDDLE EAST & AFRICA PET TOYS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Type
 - 9.2.2. By Pet Type
 - 9.2.3. By Material Type
 - 9.2.4. By Size
 - 9.2.5. By Distribution Channel
 - 9.2.6. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Pet Toys Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Product Type
 - 9.3.1.2.2. By Pet Type
 - 9.3.1.2.3. By Material Type
 - 9.3.1.2.4. By Size
 - 9.3.1.2.5. By Distribution Channel
 - 9.3.2. UAE Pet Toys Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product Type
 - 9.3.2.2.2. By Pet Type
 - 9.3.2.2.3. By Material Type
 - 9.3.2.2.4. By Size
 - 9.3.2.2.5. By Distribution Channel
 - 9.3.3. South Africa Pet Toys Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value

- 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product Type
 - 9.3.3.2.2. By Pet Type
 - 9.3.3.2.3. By Material Type
 - 9.3.3.2.4. By Size
 - 9.3.3.2.5. By Distribution Channel

10. SOUTH AMERICA PET TOYS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type
 - 10.2.2. By Pet Type
 - 10.2.3. By Material Type
 - 10.2.4. By Size
 - 10.2.5. By Distribution Channel
 - 10.2.6. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Pet Toys Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product Type
 - 10.3.1.2.2. By Pet Type
 - 10.3.1.2.3. By Material Type
 - 10.3.1.2.4. By Size
 - 10.3.1.2.5. By Distribution Channel
 - 10.3.2. Colombia Pet Toys Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product Type
 - 10.3.2.2.2. By Pet Type
 - 10.3.2.2.3. By Material Type
 - 10.3.2.2.4. By Size
 - 10.3.2.2.5. By Distribution Channel
 - 10.3.3. Argentina Pet Toys Market Outlook
 - 10.3.3.1. Market Size & Forecast

- 10.3.3.1.1. By Value
- 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product Type
 - 10.3.3.2.2. By Pet Type
 - 10.3.3.2.3. By Material Type
 - 10.3.3.2.4. By Size
 - 10.3.3.2.5. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. GLOBAL PET TOYS MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Radio Systems Corporation
 - 15.1.1. Business Overview
 - 15.1.2. Products & Services
 - 15.1.3. Recent Developments
 - 15.1.4. Key Personnel
 - 15.1.5. SWOT Analysis
- 15.2. KONG Company
- 15.3. Chuckit

- 15.4. Nylabone
- 15.5. Outward Hound
- 15.6. Ethical Products Inc.
- 15.7. Multipet International
- 15.8. Petmate
- 15.9. Tuffy's Pet Foods
- 15.10. Petstages

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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