

Pet Treats and Chews Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Natural and Organic Treats, Functional Treats, Others), By Pet Type (Dogs, Cats, Others), By Sales Channel (Supermarket/Hypermarket, Specialty Stores, Online, Others), By Region, By Competition, 2018-2028

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Abstracts

Global Pet Treats and Chews Market has valued at USD 8.3 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.7% through 2028.

The global pet treats and chews market is witnessing robust growth, propelled by a surge in pet ownership and a growing awareness of pet health and nutrition. As more people consider pets as integral family members, there is an increasing demand for high-quality, natural, and nutritious treats and chews. Pet owners are seeking products that not only serve as rewards but also contribute to their pets' overall well-being.

The market is characterized by a shift towards premium and specialized products, including organic, grain-free, and functional treats with specific health benefits. Manufacturers are responding to these trends by innovating and introducing a diverse range of pet treats and chews that cater to different dietary preferences and health concerns.

E-commerce has emerged as a vital distribution channel, providing convenience and accessibility for pet owners to explore and purchase a variety of products from the comfort of their homes. Online platforms enable consumers to access a broader range

of options, compare products, and make informed choices based on reviews and recommendations.

Geographically, North America and Europe remain key regions for the pet treats and chews market, but there is also a growing market in Asia-Pacific and Latin America as pet ownership rises in these regions. The industry's future holds potential for further expansion, driven by the evolving preferences of pet owners and the continuous introduction of innovative and premium pet treat offerings.

Key Market Drivers

Increasing Pet Ownership

One of the primary drivers of the pet treats and chews market is the substantial rise in pet ownership worldwide. The concept of pets as companions has evolved, with an increasing number of households embracing pets as integral members of the family. The emotional bond between owners and their pets has led to a heightened focus on providing quality nutrition and treats. Pet owners are more willing to invest in premium products, such as natural and organic treats, to ensure the well-being and happiness of their furry companions.

The trend of pet humanization, where pets are treated with the same care and consideration as family members, has significantly impacted the market. As more individuals adopt pets, the demand for treats and chews continues to grow, driving manufacturers to diversify their product offerings to meet the diverse preferences of pet owners.

Growing Awareness of Pet Health and Nutrition

The increasing awareness of the importance of pet health and nutrition is another key driver propelling the pet treats and chews market forward. Pet owners are becoming more conscious of the impact of diet on the overall well-being of their pets, leading to a shift in preferences towards healthier and more nutritious treats. This awareness is influencing purchasing decisions, with a preference for treats that not only serve as rewards but also contribute positively to a pet's health.

Consumers are actively seeking treats and chews with natural ingredients, avoiding artificial additives and preservatives. The market has responded with a proliferation of products that cater to specific dietary needs, including grain-free, gluten-free, and

hypoallergenic options. The emphasis on pet health has created a demand for functional treats that offer benefits such as dental care, joint support, and skin and coat enhancement.

Premiumization of Pet Treats

The trend towards premiumization is a significant driver shaping the pet treats and chews market. Pet owners are increasingly willing to invest in higher quality and more expensive treats, considering them as an extension of their commitment to providing the best for their pets. Premiumization is reflected in the use of high-quality, human-grade ingredients in pet treats and the development of specialized and gourmet options.

Manufacturers are capitalizing on this trend by introducing innovative and indulgent treats, such as artisanal biscuits, organic jerky, and customized treat assortments. The premiumization of pet treats is not only meeting the demand for upscale products but also driving product differentiation and brand loyalty in the market.

Rise of E-Commerce in Pet Retail

The advent of e-commerce has revolutionized the pet retail landscape, playing a pivotal role in the growth of the pet treats and chews market. Online platforms provide pet owners with convenient access to a wide array of products, enabling them to explore and purchase treats and chews from the comfort of their homes. The ease of online shopping, coupled with the availability of detailed product information, customer reviews, and subscription services, has significantly influenced consumer behavior.

E-commerce facilitates the expansion of market reach, allowing small and niche brands to compete on a global scale. It also offers a platform for direct-to-consumer sales, fostering a closer connection between manufacturers and pet owners. The convenience and accessibility provided by e-commerce have contributed to the overall growth and globalization of the pet treats and chews market.

Innovations in Product Development

Continuous innovations in product development represent a crucial driver for the pet treats and chews market. Manufacturers are investing in research and development to create unique and differentiated products that cater to the diverse preferences of pet owners. This includes the introduction of novel ingredients, flavors, and formulations that align with current market trends.

The demand for functional treats with specific health benefits, such as dental hygiene or stress reduction, has led to the development of specialized products. Additionally, manufacturers are exploring sustainable and eco-friendly options in response to the growing emphasis on environmental consciousness. Innovations in packaging, such as resealable and portion-controlled options, are also contributing to the market's growth by enhancing convenience for pet owners.

Key Market Challenges

Regulatory Compliance and Standards

One of the foremost challenges facing the pet treats and chews market is the complex landscape of regulatory compliance and standards. Different countries and regions often have varying regulations governing pet food products, including treats and chews. Ensuring compliance with these regulations is a significant hurdle for manufacturers, particularly those operating on a global scale.

Regulatory challenges can range from labeling requirements to restrictions on certain ingredients. For instance, regulations regarding the use of specific additives, preservatives, or novel ingredients may differ between countries, requiring meticulous attention to detail in product formulation. Navigating these diverse regulatory landscapes demands a considerable investment of time and resources to ensure that products meet the necessary standards without compromising quality or taste.

Moreover, the evolving nature of pet food regulations adds an additional layer of complexity. As governments enact new rules or modify existing ones, manufacturers must stay abreast of these changes and adapt their formulations and labeling accordingly. Navigating this regulatory maze can be particularly challenging for smaller companies with limited resources, potentially hindering their ability to expand into new markets.

Consumer Education and Transparency

Despite the growing awareness of pet health and nutrition, there remains a challenge in educating consumers about the ingredients, sourcing, and nutritional value of pet treats and chews. Pet owners are becoming increasingly discerning, seeking products that align with their values and the well-being of their pets. However, the lack of transparency in the industry can make it difficult for consumers to make informed

choices.

Many consumers are not well-versed in deciphering pet food labels or understanding the significance of various ingredients. This lack of knowledge can lead to misconceptions or reliance on marketing tactics that may not accurately reflect the nutritional content or sourcing practices of a product. Establishing clear and standardized labeling practices, as well as providing accessible information about ingredient sources and manufacturing processes, is crucial to building trust with consumers.

Manufacturers face the challenge of not only meeting these transparency expectations but also effectively communicating this information to consumers. Brands that successfully bridge this gap by prioritizing clear communication and education will likely gain a competitive edge in an increasingly discerning market.

Quality Control and Product Safety

Maintaining consistent quality control and ensuring product safety are persistent challenges in the pet treats and chews industry. The use of natural and perishable ingredients, coupled with the desire for minimally processed products, introduces complexities in preserving product integrity throughout the supply chain.

Contamination risks, including bacterial contamination and the presence of allergens, pose threats to both pet health and brand reputation. Strict quality control measures are essential from ingredient sourcing to manufacturing and distribution. This becomes particularly challenging as manufacturers scale their operations to meet the rising demand for pet treats and chews.

The global nature of the supply chain further complicates quality control efforts. Sourcing ingredients from different regions with varying agricultural practices and standards requires vigilant oversight. Establishing and maintaining robust quality assurance protocols and adhering to international safety standards are imperative to mitigate risks and uphold the trust of consumers.

Environmental Sustainability

The increasing emphasis on environmental sustainability presents a challenge for the pet treats and chews market. While consumers are increasingly mindful of the ecological impact of their purchasing decisions, achieving sustainability in the pet food

industry, which heavily relies on animal-derived ingredients, is complex.

The use of meat-based ingredients in pet treats raises concerns about resource consumption, deforestation, and the carbon footprint associated with livestock farming. Additionally, pet treat packaging contributes to plastic waste, adding to environmental concerns. Balancing the nutritional needs of pets with sustainable sourcing practices and eco-friendly packaging requires innovative solutions and a commitment to environmental responsibility.

Manufacturers are challenged to explore alternative protein sources, invest in sustainable agricultural practices, and adopt eco-friendly packaging options. Striking a balance between providing nutritious treats for pets and addressing the ecological impact of the industry is an ongoing challenge that requires collaboration across the supply chain and a commitment to sustainable practices.

Key Market Trends

Rise of Functional and Health-focused Treats

One prominent trend in the pet treats and chews market is the increasing demand for functional treats with specific health benefits. Pet owners are seeking products that go beyond traditional rewards and contribute to their pets' overall well-being. This trend is fueled by a growing awareness of pet health and nutrition, with consumers actively looking for treats that serve a dual purpose - offering enjoyment to pets while addressing specific health concerns.

Functional treats may include ingredients such as glucosamine for joint health, omega-3 fatty acids for a shiny coat, or dental care formulations to promote oral health. Manufacturers are responding to this trend by innovating and introducing a diverse range of functional treats that cater to specific health needs. As pet owners become more conscious of preventive healthcare for their pets, the market for these health-focused treats is expected to expand.

Plant-based and Alternative Protein Sources

The rise of plant-based diets and a growing awareness of environmental sustainability are influencing the pet treats and chews market. Pet owners who follow plant-based or vegetarian lifestyles are seeking treats that align with their values. This has led to an increased interest in plant-based and alternative protein sources in pet treats.

Manufacturers are exploring ingredients such as pea protein, lentils, and chickpeas as viable alternatives to traditional animal-based proteins. This trend not only caters to the preferences of pet owners but also addresses concerns related to the environmental impact of meat production. As the demand for plant-based options continues to rise, the market is likely to see further innovation in formulations and flavors.

Customization and Personalization

The trend of customization and personalization has made its way into the pet treats and chews market, reflecting the broader consumer shift towards individualized products and experiences. Pet owners are increasingly seeking treats that are tailored to their pets' specific needs, preferences, and dietary requirements.

Customization can take various forms, including treats formulated for specific breeds, sizes, or health conditions. Some companies offer personalized treat options based on the pet's age, activity level, or flavor preferences. The ability to customize treats allows pet owners to address the unique characteristics of their pets, strengthening the emotional bond between owners and their furry companions.

Premiumization and Gourmet Treats

The premiumization trend, observed in various consumer goods sectors, is notably impacting the pet treats and chews market. Pet owners are willing to invest in higher quality and more indulgent treats, viewing them as a way to pamper and express love to their pets. This trend has given rise to gourmet treats that go beyond basic rewards, offering unique flavors, textures, and artisanal craftsmanship.

Manufacturers are responding with innovative and upscale offerings, such as organic treats, handcrafted biscuits, and treats made from high-quality, human-grade ingredients. The premiumization of pet treats not only caters to the desire for luxury but also presents opportunities for differentiation and brand loyalty in a competitive market.

E-commerce Dominance and Direct-to-Consumer Models

The dominance of e-commerce has reshaped the pet treats and chews market, offering unprecedented convenience and accessibility for consumers. Online platforms have become a primary channel for purchasing pet products, allowing pet owners to explore a wide range of options, compare products, and make informed decisions from the

comfort of their homes.

This trend is not only driven by the convenience of online shopping but also by the availability of detailed product information, customer reviews, and subscription services. The direct-to-consumer model has gained traction, enabling brands to establish a closer connection with consumers and gather valuable feedback. As e-commerce continues to thrive, manufacturers must optimize their online presence and distribution strategies to remain competitive in the evolving landscape.

Focus on Sustainability and Eco-friendly Packaging

The increased awareness of environmental issues has prompted a shift towards sustainability in the pet treats and chews market. Pet owners, who are increasingly eco-conscious, are looking for products that align with their values, including those that prioritize sustainable sourcing and eco-friendly packaging.

Manufacturers are responding by exploring alternative packaging materials, reducing plastic usage, and adopting environmentally friendly practices throughout the supply chain. Additionally, there is a growing interest in treats made from responsibly sourced ingredients, contributing to the overall sustainability of the pet food industry. As consumers continue to prioritize eco-friendly options, sustainability is poised to become a central consideration for both manufacturers and consumers in the pet treats and chews market.

Segmental Insights

Product Type Insights

The global pet treats and chews market is witnessing a notable surge in the popularity of natural and organic treats, marking a growing segment within the industry. Pet owners, mirroring their own preferences for wholesome and clean eating, are increasingly seeking treats that align with a natural and organic lifestyle for their furry companions. This trend is propelled by a heightened awareness of pet health and nutrition, as owners become more discerning about the ingredients included in their pets' diets.

Natural and organic treats are characterized by their reliance on high-quality, minimally processed ingredients, often avoiding artificial additives, preservatives, and fillers. Ingredients such as organic meats, fruits, and vegetables are gaining prominence as

pet owners look for treats that provide nutritional benefits without compromising on taste. The emphasis on transparency in labeling and sourcing further underscores the appeal of natural and organic treats, as consumers seek to make informed choices for their pets.

Manufacturers in the pet treats and chews market are responding to this demand by expanding their offerings to include a diverse range of natural and organic options. This growing segment reflects a broader societal shift towards conscious consumption and a desire to provide pets with treats that contribute positively to their well-being. As the natural and organic treats segment continues to gain momentum, it is poised to shape the industry's landscape, offering pet owners an expanding array of premium, health-conscious options for their cherished companions.

Sales Channel Insights

The online segment is rapidly emerging as a pivotal and rapidly growing sector within the global pet treats and chews market. The advent of e-commerce has transformed the way pet owners procure treats for their furry companions, offering unparalleled convenience and accessibility. Online platforms provide a diverse array of options, enabling pet owners to explore, compare, and purchase products from the comfort of their homes.

The convenience of online shopping is a key driver behind the segment's growth. Pet owners can access an extensive range of treats, catering to various dietary needs, preferences, and health requirements. Moreover, the wealth of information available online, including detailed product descriptions, customer reviews, and nutritional information, empowers consumers to make informed decisions.

The online segment has also witnessed the rise of direct-to-consumer models, allowing pet treat manufacturers to establish direct relationships with their customer base. Subscription services, personalized recommendations, and loyalty programs further enhance the online shopping experience, fostering customer loyalty.

As the digital landscape continues to evolve, the online segment is anticipated to expand, with manufacturers optimizing their online presence and engagement strategies. The growing prevalence of online platforms signifies a shift in consumer behavior, underscoring the need for the pet treats and chews market to adapt to the changing dynamics of the modern retail landscape.

Regional Insights

North America stands out as a thriving and continually growing segment within the global pet treats and chews market. The region's pet care industry has experienced a substantial surge in demand, fueled by a combination of factors such as increasing pet ownership, a heightened focus on pet health, and a strong cultural inclination towards pampering pets.

The rise in pet humanization, where pets are regarded as family members, has significantly impacted the pet treats and chews market in North America. Pet owners are increasingly inclined to invest in premium and high-quality treats, reflecting a desire to provide their pets with the best possible nutrition and indulgence. The demand for natural and organic treats, as well as functional treats addressing specific health needs, has contributed to the market's growth in the region.

Additionally, North America has seen a surge in innovative product offerings, including gourmet treats and those catering to specialized dietary preferences. E-commerce has played a crucial role, providing a convenient avenue for pet owners to access a wide range of products and contributing to the market's expansion.

As the pet treats and chews market in North America continues to evolve, manufacturers are expected to focus on tailored solutions, sustainable practices, and meeting the diverse demands of pet owners. With a culture deeply rooted in pet companionship, North America remains a key and dynamic player in the global pet treats and chews industry.

Key Market Players

Big Heart Pet Brands, Inc.

Allanasons Pvt Ltd

Eurocan Pet Products

The Dog Treat Company

Redbarn Pet Products LLC

MANELI PETS

PORTLAND PET FOOD COMPANY

Cadet Pet, Inc.

Presidio Natural Pet Co

Zuke's - Natural Dog Treats

Report Scope:

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

Pet Treats and Chews Market, By Product Type:

Natural and Organic Treats

Functional Treats

Others

Pet Treats and Chews Market, By Pet Type:

Dogs

Cats

Others

Pet Treats and Chews Market, By Sales Channel:

Supermarket/Hypermarket

Specialty Stores

Online

Others

Pet Treats and Chews Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

Competitive Landscape

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

Available Customizations:

Global Pet Treats and Chews market report with the given market data, Tech Sci 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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