

United Kingdom Vegan Pet Food Market, By Pet Type (Dog, Cat), By Food Type (Dry Food, Wet Food, Others (Treats & Chews, etc.)), By Price Range (Mass, Premium), By Distribution Channel (Pet Specialty Store, Supermarket/Hypermarket, Online, Veterinary Clinic, Others (Direct Sales, Distributor Sales, etc.)), By Region, By Company, Forecast, and Opportunities, 2018-2028F

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Abstracts

United Kingdom Vegan Pet Food Market is anticipated to be driven by the shift in consumer preferences toward vegan diets due to holistic beliefs, as vegan pet food is nutritious and simple to digest, vegan pet owners feed it to their animals, which has propelled the growth of the vegan pet food market in the forecast period.

Vegan pet food is made with plant-based and natural components rather than raw materials sourced from animals, and is guaranteed to be free from any form of animal abuse or exploitation. The major trends in the human food industry, such as vegetarianism, clean labeling, alternative proteins, and healthier ingredients, have an impact on the pet food industry.

Increasing Investment in Vegan Food Aid the Market Expansion

Other than enhanced personal and planetary health, the growing acceptance of vegan diets and veganism are having a noticeable impact on the Vegan Pet Food Market. According to a study, more and more pet owners are feeding their animals meat-free diets which has led to increase the market demand. To increase their market presence,

key players are expanding their product lines by offering vegan pet food such as wet and dry food. For instances, The UK-based vegan dog food company Omni has revealed a 600 percent increase in sales. The sum refers to transactions that took place between September 2021 and February 2022. The market for vegan dog food is anticipated to expand at a CAGR of 12% through 2028, according to Omni. This might be an opportunity to benefit from an upswing in the industry. Similarly, in 2022, Trellis Road was one of the investors, who contributed \$1.5 million to the firm, with the funds designated for the development of new snacks and other Omni product lines. Therefore, during the projection period, these variables will support the growth of lucrative business prospects in the UK market.

Rising Trend Toward Humanizing Pets Will Fuel the Market Growth.

The concept 'pet humanization' is being widely used in the pet market as more pet owners wish to give their animals human-like experiences or products. Pet owners want nutritive advantages, high ingredient quality, enhanced digestibility, and animal safety in their pet food since they view their animals as members of the family. Demand for premium pet food with a high nutritional content is rising due to this trend. The need of eating healthy has become more widely acknowledged to the humanization of pets. An increase in recent pet-related spending demonstrates that it has made it possible for pet owners to spend more on high-quality pet food products. In 2022, according to a new report from the Vegan Society, people in the United Kingdom would consider feeding vegan food to their pets. According to the findings, an estimated 59 percent of UK households have an animal companion. 60% pets are dogs and cats. Out of which 49% survey respondents would consider vegan cat food, with 32% willing to buy if it were healthy and suitable for their companion; 17% were cost-driven, declaring they would buy if it was reasonably priced. Dog owners revealed similar results, with 45% respondents interested in plant-based food for their hounds and 32% willing to purchase it if it is nutritious.

New Product Launches Fueled the Vegan Pet Food Among Consumers

New product launches that have taken place in the market, are being aided by the newly widespread availability of vegan pet food, as well as that meat-free nutrition is safe and healthy for furry companions. Therefore, each of the preceding helps the market for vegan pet food to grow. To fulfill the growing demand, market players are focusing on introducing new products and expanding existing product lines. For instance, in 2021, THE PACK, a brand of plant-based dog food, introduced a new ambient range of wet food that is expected to increase the vegan pet food sector. It

introduced three substitutes for fish, chicken, and beef that have been developed by food experts, pet nutritionists, and pet food technologists to be nutritionally complete and balanced.

Market Segmentation

The United Kingdom Vegan Pet Food Market is segmented based on pet type, food type, price range, distribution channel, region, and company. Based on pet type, the market is segmented into dog and cat. Based on food type, the market is further segmented into dry food, wet food, and others like treats & chews, etc. Regarding price range, the market is divided into mass products, premium products. Based on distribution channel the market is further segmented into pet specialty stores, supermarkets/hypermarkets, online, veterinary clinics, and others which includes direct sales, distributor sales, etc. The market analysis also studies the regional segmentation divided among England, Scotland, Wales, and Northern Ireland.

Company Profiles

Power Pet Brands Limited (Hownd), Vegeco Ltd (Benevo), Omni Pet Ltd, THE PACK PET LIMITED, V-Dog, FOODFORPLANET GMBH & CO. KG (Green Petfood), Inspired Pet Nutrition Ltd (Harringtons), Lily's Kitchen Limited, VeggiePets.com Ltd, McKinna PlantLabs (Noochy Poochy), are among the top players operating in the United Kingdom vegan pet food market.

Report Scope:

In this report, United Kingdom vegan pet food market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

United Kingdom Vegan Pet Food Market, By Pet Type:

Dog

Cat

United Kingdom Vegan Pet Food Market, By Food Type:

Dry Food

Wet Food

Others

United Kingdom Vegan Pet Food Market, By Price Range:

Mass Product

Premium Product

United Kingdom Vegan Pet Food Market, By Distribution Channel:

Pet Specialty Store

Supermarket/Hypermarket

Online

Veterinary Clinic

Others

United Kingdom Vegan Pet Food Market, By Region:

England

Scotland

Wales

Northern Ireland

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in United Kingdom vegan pet food market.

Available Customizations:

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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