

Wet Pet Food Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Cat food, Dog food, Others), By Distribution Channel (Pet-specialty stores and vet clinics, Supermarkets and hypermarkets, Convenience stores, Others), By Region, and By Competition, 2019-2029F

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Abstracts

Global Wet Pet Food Market was valued at USD 25.58 billion in 2023 and will see an steady growth in the forecast period at a CAGR of 4.62% through 2029. Wet pet food, also known as canned or moist pet food, is a type of pet food formulated with a higher moisture content compared to dry pet food. It typically consists of a combination of meat, poultry, fish, vegetables, grains, and other ingredients cooked and processed into a semi-liquid or soft consistency. Wet pet food is commonly packaged in cans, pouches, trays, or tubs for convenient storage, portioning, and serving. Wet pet food typically contains a moisture content ranging from approximately 60% to 80%, which is closer to the moisture content of natural prey animals consumed by pets in the wild. The higher moisture content makes wet pet food more similar in texture and hydration to fresh or homemade meals, appealing to many pets. The soft texture and higher meat content of wet pet food often make it more palatable and appealing to pets, particularly those with dental issues, picky eaters, or older pets with reduced appetite. The aroma, flavor, and consistency of wet pet food can entice pets to eat and enjoy their meals. Wet pet food formulations are designed to provide balanced nutrition and essential nutrients needed for pets' overall health and well-being. They typically contain protein sources such as meat, poultry, or fish, along with carbohydrates, fats, vitamins, minerals, and other micronutrients necessary for pets' growth, energy, and metabolism.

Pets are increasingly considered members of the family, leading pet owners to prioritize

their health and well-being. This trend has fueled demand for premium and high-quality pet food products, including wet pet food formulations that offer nutritional benefits and taste appeal like homemade meals. There is a growing awareness of the importance of nutrition in promoting pets' overall health and longevity. Pet owners are seeking pet food products with natural ingredients, balanced nutrition, and functional benefits such as improved digestion, joint health, and skin/coat condition. Wet pet food manufacturers are responding to this demand by offering products tailored to specific health needs and life stages of pets. As disposable incomes rise and consumers become more discerning about the quality of products they purchase for their pets, there is a shift towards premium and specialty pet food options. Many pet owners are willing to invest in higher-priced wet pet food products that offer superior ingredients, nutritional profiles, and palatability for their pets.

Key Market Drivers

Rising Humanization of Pets

Pet owners are becoming more aware of the importance of proper nutrition for their pets' health and well-being. Wet pet food formulations often contain higher moisture content and may be perceived as fresher and more natural, providing pets with essential nutrients and hydration. Wet pet food offers a variety of flavors, textures, and formulations that appeal to pets' senses and preferences. Many pet owners believe that wet food is more palatable and enjoyable for their pets, encouraging them to eat and maintain a healthy appetite. Some pets have specific dietary needs or health conditions that may require a wet food diet. Wet pet food can be easier to chew and digest, making it suitable for pets with dental issues, gastrointestinal sensitivities, or other medical concerns. Wet pet food is available in convenient single-serve pouches, trays, and cans, making it easy for pet owners to portion and serve. This convenience is especially beneficial for pet owners with busy lifestyles who may not have time to prepare homemade meals for their pets. Many wet pet food brands use high-quality, human-grade ingredients in their formulations, reassuring pet owners about the safety and nutritional value of the products they feed their pets. This factor will help in the development of the Global Wet Pet Food Market.

Increasing Focus on Pet Health and Wellness

Wet pet food formulations often contain higher moisture content and a greater variety of high-quality ingredients compared to dry pet food. These formulations may include real meat, vegetables, fruits, and other nutritious ingredients, providing pets with essential

nutrients, vitamins, and minerals needed for optimal health. Wet pet food is often easier for pets to chew, digest, and metabolize compared to dry kibble. The higher moisture content in wet pet food helps maintain pets' hydration levels, which is particularly beneficial for pets that may not drink enough water on their own. Some pets have specific dietary requirements or health conditions that may benefit from a wet food diet. Wet pet food can be easier to chew and digest, making it suitable for pets with dental issues, gastrointestinal sensitivities, or other medical concerns. Wet pet food can be an effective option for weight management in pets. Pet owners can control portion sizes more easily with wet food, which can help prevent overeating and maintain a healthy weight in pets prone to obesity or weight-related health issues. Senior pets and those with dental problems may find wet pet food more palatable and easier to consume than dry kibble. The softer texture of wet pet food can be gentler on sensitive teeth and gums, making mealtime more enjoyable for older pets or those with dental issues. Some wet pet food formulations contain ingredients such as glucosamine and chondroitin, which can support joint health and mobility in pets, especially those prone to arthritis or mobility issues. This factor will pace up the demand of the Global Wet Pet Food Market.

Growing Premiumization of Pet Food

Premium wet pet food formulations often feature high-quality ingredients such as real meat, poultry, fish, vegetables, and fruits. These ingredients are perceived to be fresher, more natural, and more nutritious than lower-quality alternatives, appealing to pet owners seeking the best possible nutrition for their pets. Premium wet pet food products are formulated to provide pets with balanced nutrition and essential nutrients needed for optimal health and well-being. Many premium wet pet foods contain a higher proportion of protein and healthy fats, along with vitamins, minerals, and antioxidants to support overall health and vitality. Premium wet pet food options offer a wide variety of flavors, textures, and formulations that appeal to pets' senses and preferences. Pet owners are willing to pay a premium for wet pet food products that their pets find delicious and enjoyable, encouraging them to eat and maintain a healthy appetite. Premium wet pet food brands often offer specialized formulations tailored to specific dietary needs, life stages, or health conditions of pets. These specialized diets may include grain-free options, limited ingredient formulas, weight management diets, and senior pet formulas, providing pet owners with options to address their pets' unique nutritional requirements. Many premium wet pet food brands use human-grade and natural ingredients in their formulations, reassuring pet owners about the safety, quality, and purity of the products they feed their pets. Pet owners are willing to pay a premium for wet pet food products made with high-quality ingredients that they would feel comfortable consuming

themselves. Premium wet pet food brands often have strong reputations for quality, safety, and reliability. Pet owners trust these brands to deliver consistent and superior products that meet their pets' nutritional needs and dietary preferences, driving demand for premium wet pet food options. This factor will accelerate the demand of the Global Wet Pet Food Market.

Key Market Challenges

Competition from Dry and Alternative Pet Foods

Dry pet food has historically been the dominant segment in the pet food market due to its convenience, longer shelf life, and often lower cost compared to wet pet food. Many pet owners find dry food more convenient to store, serve, and portion out for their pets, leading to a preference for this format. Alternative pet food options such as freeze-dried, dehydrated, and raw diets are gaining popularity among pet owners who perceive them to be healthier and more natural than traditional wet or dry pet foods. These alternatives often contain minimal processing and retain more nutrients compared to some wet pet foods, appealing to health-conscious pet owners. Manufacturers of dry and alternative pet foods continue to innovate and introduce new formulations, flavors, and packaging options to attract consumers. These innovations may include grain-free formulations, novel protein sources, and customizable diets tailored to specific pet health conditions or dietary preferences. The market for pet food, including wet, dry, and alternative options, is highly competitive and saturated with numerous brands and products. This intense competition makes it challenging for wet pet food manufacturers to differentiate their products and capture market share effectively. Consumer preferences for pet food can vary based on factors such as pet age, breed, size, health status, and lifestyle. Some pet owners may prefer dry or alternative pet foods over wet food due to perceived health benefits, convenience, or palatability for their pets.

Supply Chain Disruptions

Wet pet food manufacturers rely on a steady supply of ingredients such as meat, vegetables, grains, and additives to produce their products. Disruptions in the availability or quality of raw materials due to factors like weather events, agricultural diseases, or geopolitical tensions can impact production schedules and increase costs. Wet pet food production involves complex manufacturing processes that require specialized equipment, facilities, and skilled labor. Any disruptions or breakdowns in manufacturing facilities, machinery, or workforce availability can lead to delays in production and distribution. Packaging materials such as cans, pouches, trays, and

labels are essential components of wet pet food products. Supply chain disruptions affecting the production or transportation of packaging materials can result in packaging shortages, delays, or increased costs for wet pet food manufacturers. The transportation and logistics of wet pet food products involve multiple stages, including raw material procurement, manufacturing, packaging, storage, and distribution to retailers and consumers. Disruptions in transportation networks, including trucking, shipping, and air cargo, can lead to delays, stockouts, and increased transportation costs.

Key Market Trends

E-commerce and Online Retail

E-commerce platforms and online retail stores offer pet owners the convenience of purchasing wet pet food from their homes, anytime, day or night. They provide a wide selection of products, allowing pet owners to compare prices, read reviews, and make purchases with ease. Online retailers typically offer a broader range of wet pet food brands, flavors, formulations, and packaging sizes compared to traditional pet stores. This variety includes specialized diets, premium options, and niche brands not commonly found locally. Many e-commerce platforms and online retailers offer subscription-based services for wet pet food, enabling pet owners to set up recurring orders tailored to their pets' dietary needs and consumption patterns. Subscription services ensure consistent access to pet food, providing convenience, cost savings, and peace of mind for pet owners. Competitive pricing, discounts, promotions, and bulk purchasing options available online appeal to budget-conscious pet owners seeking value for money. Additionally, access to product reviews, ratings, and recommendations from other pet owners, veterinarians, and pet nutritionists helps inform purchasing decisions, ensuring pets receive suitable and high-quality nutrition.

Segmental Insights

Product Insights

The Dog food segment is projected to experience rapid growth in the Wet Pet Food Market during the forecast period. There has been a steady rise in pet ownership worldwide, particularly in urban areas and among younger demographics. With more households welcoming dogs into their families, the demand for dog food, including wet pet food, is experiencing significant growth. Dogs are increasingly viewed as members of the family, leading pet owners to prioritize their health and well-being. This trend has

fueled demand for high-quality and premium dog food products, including wet food formulations that offer nutritional benefits and taste appeal like homemade meals. Like trends in human food consumption, there is a growing awareness of the importance of nutrition for dogs' overall health and longevity. Pet owners are seeking dog food products with natural ingredients, balanced nutrition, and functional benefits such as improved digestion, joint health, and skin/coat condition, driving the demand for wet pet food formulations that meet these criteria.

Regional Insights

North America emerged as the dominant region in the Global Wet Pet Food Market in 2023. North America has emerged as the dominant player in the Global Wet Pet Food Market due to several factors. North America has a large and established pet ownership culture, with a significant portion of households owning pets. This high pet ownership rate translates into a substantial demand for pet food products, including wet pet food. North American consumers tend to prioritize the health and well-being of their pets, leading to a growing demand for premium and high-quality pet food options such as wet pet food. The region's affluent population is willing to spend more on their pets, driving the market for premium pet food products.

Key Market Players

Beaphar Beheer BV

Champion Petfoods

Colgate Palmolive Co.

De Haan Petfood

FirstMate Pet Foods

Harringtons Pet Food

Mars Inc.

Nestle S.A

Phelps Pet Products

Schell and Kampeter Inc.

Report Scope:

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

Wet Pet Food Market, By Product:

Cat food

Dog food

Others

Wet Pet Food Market, By Distribution Channel:

Pet-specialty stores and vet clinics

Supermarkets and hypermarkets

Convenience stores

Others

Wet Pet Food Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

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 Wet Pet Food Market.

Available Customizations:

Global Wet Pet Food 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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