

Europe Palatants Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – By Form (Dry and Liquid), Category (Organic and Conventional), and Source (Plant Derived Palatants, Meat Derived Palatants, Insect Derived Palatants, and Others)

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Abstracts

The Europe palatants market is expected to grow from US\$ 400.64 million in 2022 to US\$ 591.91 million by 2028. It is estimated to grow at a CAGR of 6.7% from 2022 to 2028.

Changing Consumer Perception Regarding Pet Health is bolstering the Europe Palatants Market

The demand for healthy and palatable pet foods is increasing globally. Nutritious pet food helps combat skin allergies and infections as well as increase the life expectancy of pets. Palatants help improve the flavors and palatability of the pet food. The pet food industry is constantly developing products that are highly nutritional and improve the living condition of pets. People are more inclined towards adopting healthy and nutrient-rich food to maintain their pet's health. In recent years, the demand for personalized pet food has increased in developed economies such as the US, and Germany in the coming years. Pet owners are becoming conscious about the ingredients used in the pet food as well as the brands and companies offering customized pet food products. Customized pet food efficiently addresses the conditions such as dry skin and obesity in pets. The usage of palatants in pet food, treats, and supplements enhance the taste, thereby ensuring that pets receive the required vital nutrients. Thus, the growing consumer perception toward pet health is bolstering the growth of the Europe palatants market .

Europe Palatants Market Overview

The Europe palatants market is sub-segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. Pet ownership is increasing in these countries. According to the European Pet Food Industry Federation (FEDIAF), Russia has the largest cat population among all European countries, followed by Germany and France. It also has the largest dog population, followed by the UK and Germany. Pet owners treat pets like their family members. According to the 2021 report by FEDIAF, pet ownership has grown to include 90 million European households, i.e., ~46% of households. With booming pet ownership in Europe, FEDIAF found that pet owners spent more than US\$ 20.3 billion on pet food, supplies, and services in 2021. According to the findings of the federation, the pet food industry was worth US\$ 28.1 billion in 2021, recording a growth of 3.1% in 2021 compared to 2020. In response to the increased parenting of pets, pet food manufacturers are offering premium products. Moreover, manufacturers are investing more in the R&D of different nutritional ingredients, such as palatants. However, European Union (EU) examine pet food additive periodically based on safety, technical specifications, and efficiency. Thus, the stringent regulatory environment in EU countries for animal feed and pet food is likely to hamper the Europe palatants market growth forecast period.

Europe Palatants Market Revenue and Forecast to 2028 (US\$ Million)

Europe Palatants Market Segmentation

The Europe palatants market is segmented into form, category, source, and country.

Based on form, the Europe palatants market is bifurcated into dry and liquid. The dry segment held the larger market share in 2022.

Based on category, the Europe palatants market is bifurcated into organic and conventional. The conventional segment held the larger market share in 2022.

Based on source, the Europe palatants market is segmented into plant derived palatants, meat derived palatants, insect derived palatants, and others. The meat derived palatants segment held the larger market share in 2022.

Based on country, the Europe palatants market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the market share in 2022.

AFB International Inc; Archer-Daniels-Midland Co; BHI AS; Innov Ad NV/SA; Kemin Industries Inc; Kerry Group Plc; Ohly GmbH; and Symrise AG are the leading companies operating in the Europe palatants market.

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