

# **Frozen and Freeze-dried Pet Food Market Size, Share, and Outlook, 2025 Report- By Type (Frozen Pet Food, Freeze-Dried Pet Food), Application (Dog, Cat, Others), Distribution Channel (Supermarkets and Hypermarkets, Specialized Pet Shops, Retail Stores, Online), and Companies, 2021-2032**

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## **Abstracts**

### **Frozen and Freeze-dried Pet Food Market Outlook**

The global Frozen and Freeze-dried Pet Food market is expected to register a growth rate of 12.2% during the forecast period from \$4.8 Billion in 2024 to \$12.1 Billion in 2032. The Frozen and Freeze-dried Pet Food market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Frozen and Freeze-dried Pet Food segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Frozen Pet Food, Freeze-Dried Pet Food), Application (Dog, Cat, Others), Distribution Channel (Supermarkets and Hypermarkets, Specialized Pet Shops, Retail Stores, Online). Over 70 tables and charts showcase findings from our latest survey report on Frozen and Freeze-dried Pet Food markets.

### **Frozen and Freeze-dried Pet Food Market Insights, 2025**

The Frozen and Freeze-dried Pet Food Market in 2025 is expanding rapidly due to pet owners' preference for premium, minimally processed, and nutrient-dense pet nutrition. These formats preserve natural flavors and nutrients while offering convenience and

extended shelf life. The market includes raw, grain-free, and organic options catering to pet health trends such as digestive wellness and allergen management. Innovations focus on novel protein sources, such as insect or exotic meats, and environmentally friendly packaging. Retailers capitalize on subscription services and direct-to-consumer sales. Veterinary endorsements and growing awareness of pet nutrition science support increased adoption of frozen and freeze-dried products.

## Five Trends that will define global Frozen and Freeze-dried Pet Food market in 2025 and Beyond

A closer look at the multi-million global market for Frozen and Freeze-dried Pet Food identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Frozen and Freeze-dried Pet Food companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Frozen and Freeze-dried Pet Food industry?

The Frozen and Freeze-dried Pet Food sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Frozen and Freeze-dried Pet Food Market Segment Insights

The Frozen and Freeze-dried Pet Food industry presents strong offers across categories. The analytical report offers forecasts of Frozen and Freeze-dried Pet Food industry performance across segments and countries. Key segments in the industry include By Type (Frozen Pet Food, Freeze-Dried Pet Food), Application (Dog, Cat, Others), Distribution Channel (Supermarkets and Hypermarkets, Specialized Pet Shops, Retail Stores, Online). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Frozen and Freeze-dried Pet Food market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Frozen and Freeze-dried Pet Food industry ecosystem. It assists decision-makers in evaluating global Frozen and Freeze-dried Pet Food market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Frozen and Freeze-dried Pet Food industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

### Asia Pacific Frozen and Freeze-dried Pet Food Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Frozen and Freeze-dried Pet Food Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of

the largest markets for Frozen and Freeze-dried Pet Food with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Frozen and Freeze-dried Pet Food market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Frozen and Freeze-dried Pet Food market Insights Executives are most excited about opportunities for the US Frozen and Freeze-dried Pet Food industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Frozen and Freeze-dried Pet Food companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Frozen and Freeze-dried Pet Food market.

Latin American Frozen and Freeze-dried Pet Food market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Frozen and Freeze-dried Pet Food Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Frozen and Freeze-dried Pet Food markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant

prospects for companies. On the other hand, Middle Eastern Frozen and Freeze-dried Pet Food markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Frozen and Freeze-dried Pet Food companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Stella and Chewy's LLC, WellPet LLC, Natural Pet Nutrition Limited (K9 Natural), Vital Essentials, LLC, Bravo Pet Foods, Nature's Variety, Inc., Steve's Real Food for Pets, LLC, Primal Pet Foods, Inc., Grandma Lucy's LLC, NRG Freeze Dried Raw, Champion Petfoods LP (Orijen), NW Naturals LLC, Dr. Harvey's.

Frozen and Freeze-dried Pet Food Market Scope

Leading Segments

By Type

Frozen Pet Food

Freeze-Dried Pet Food

By Application

Dog

Cat

Others

By Distribution Channel

Supermarkets and Hypermarkets

Specialized Pet Shops

Retail Stores

Online

Leading Companies

Stella and Chewy's LLC

WellPet LLC

Natural Pet Nutrition Limited (K9 Natural)

Vital Essentials, LLC

Bravo Pet Foods

Nature's Variety, Inc.

Steve's Real Food for Pets, LLC

Primal Pet Foods, Inc.

Grandma Lucy's LLC

NRG Freeze Dried Raw

Champion Petfoods LP (Orijen)

NW Naturals LLC

Dr. Harvey's

Geographies

North AmericaUS, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

### Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Natural Pet Nutrition Limited (K9 Natural)

Vital Essentials, LLC

Bravo Pet Foods

Nature's Variety, Inc.

Steve's Real Food for Pets, LLC

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