

# **Pet Food Palatants Market Size, Share, and Outlook, 2025 Report- By Type (Liquid Palatants, Dry Palatants, Specialty Palatants), Source (Meat Based, Vegetable Based), Pet (Dog, Cat, Others), Distribution Channel (Hypermarkets and Supermarkets, Online, Pet Shops, Independent Retailers, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Pet Food Palatants Market Outlook**

The global Pet Food Palatants market is expected to register a growth rate of 6.4% during the forecast period from \$2.2 Billion in 2024 to \$3.6 Billion in 2032. The Pet Food Palatants 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 Pet Food Palatants segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Liquid Palatants, Dry Palatants, Specialty Palatants), Source (Meat Based, Vegetable Based), Pet (Dog, Cat, Others), Distribution Channel (Hypermarkets and Supermarkets, Online, Pet Shops, Independent Retailers, Others). Over 70 tables and charts showcase findings from our latest survey report on Pet Food Palatants markets.

### **Pet Food Palatants Market Insights, 2025**

The pet food palatants market in 2025 revolves around flavor and aroma enhancers added to pet food to improve palatability and encourage consistent intake, particularly

among picky eaters and aging pets. These palatants include spray-dried animal digests, hydrolyzed proteins, yeast derivatives, and fat-based coatings. With rising humanization of pets, owners are increasingly attentive to flavor variety and sensory appeal in pet nutrition. Innovation focuses on natural, species-specific, and functional palatants that align with clean-label trends and health considerations. Regulatory scrutiny and transparency in sourcing are essential, especially in North America and Europe. Advanced sensory research and AI-assisted formulation are enhancing product targeting. The pet food palatants market in 2025 is characterized by flavor science intersecting with emotional consumer-pet dynamics in a competitive, premiumizing pet care ecosystem.

### Five Trends that will define global Pet Food Palatants market in 2025 and Beyond

A closer look at the multi-million global market for Pet Food Palatants identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Pet Food Palatants 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 Pet Food Palatants industry?

The Pet Food Palatants 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.

### Pet Food Palatants Market Segment Insights

The Pet Food Palatants industry presents strong offers across categories. The analytical report offers forecasts of Pet Food Palatants industry performance across segments and countries. Key segments in the industry include By Type (Liquid Palatants, Dry Palatants, Specialty Palatants), Source (Meat Based, Vegetable Based), Pet (Dog, Cat, Others), Distribution Channel (Hypermarkets and Supermarkets, Online, Pet Shops, Independent Retailers, Others). 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, Pet Food Palatants 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 Pet Food Palatants industry ecosystem. It assists decision-makers in evaluating global Pet Food Palatants market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

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

### Asia Pacific Pet Food Palatants 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 Pet Food Palatants 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 Pet Food Palatants 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 Pet Food Palatants market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Pet Food Palatants market Insights Executives are most excited about opportunities for the US Pet Food Palatants industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Pet Food Palatants 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 Pet Food Palatants market.

Latin American Pet Food Palatants 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 Pet Food Palatants 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 Pet Food Palatants 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 Pet Food Palatants markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

### Competitive Landscape How Pet Food Palatants 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 Kemin Industries, Nestlé S.A., AFB International, Ohly GmbH, Kerry Group plc., Trilogy Essential Ingredients, Diana Group (Symrise AG), Alphia (Cargill), Pancosma S.A., Symrise AG, Yingtan WingBiotechnology Co., Ltd., Novozymes A/S.

### Pet Food Palatants Market Scope

#### Leading Segments

#### By Type

#### Liquid Palatants

#### Dry Palatants

#### Specialty Palatants

#### By Source

#### Meat Based

#### Vegetable Based

#### By Pet

#### Dog

#### Cat

Others

By Distribution Channel

Hypermarkets and Supermarkets

Online

Pet Shops

Independent Retailers

Others

Leading Companies

Kemin Industries

Nestlé S.A.

AFB International

Ohly GmbH

Kerry Group plc.

Trilogy Essential Ingredients

Diana Group (Symrise AG)

Alphia (Cargill)

Pancosma S.A.

Symrise AG

Yingtang WingBiotechnology Co., Ltd.

Novozymes A/S

## Geographies

North America US, 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.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Pet Food Palatants Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Pet Food Palatants Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL PET FOOD PALATANTS MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Pet Food Palatants Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. PET FOOD PALATANTS MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

### By Type

Liquid Palatants

Dry Palatants

Specialty Palatants

### By Source

Meat Based

Vegetable Based

### By Pet

Dog

Cat

Others

### By Distribution Channel

Hypermarkets and Supermarkets

Online

Pet Shops

Independent Retailers

Others

## **6. GLOBAL PET FOOD PALATANTS MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

6.1 Low Growth Scenario

6.2 Base/Reference Case

## 6.3 High Growth Scenario

# 6. NORTH AMERICA PET FOOD PALATANTS MARKET SIZE OUTLOOK

## 6.1 Key Market Statistics, 2024

## 6.2 North America Pet Food Palatants Market Trends and Growth Opportunities

### 6.2.1 North America Pet Food Palatants Market Outlook by Type

### 6.2.2 North America Pet Food Palatants Market Outlook by Application

## 6.3 North America Pet Food Palatants Market Outlook by Country

### 6.3.1 The US Pet Food Palatants Market Outlook, 2021- 2032

### 6.3.2 Canada Pet Food Palatants Market Outlook, 2021- 2032

### 6.3.3 Mexico Pet Food Palatants Market Outlook, 2021- 2032

# 7. EUROPE PET FOOD PALATANTS MARKET SIZE OUTLOOK

## 7.1 Key Market Statistics, 2024

## 7.2 Europe Pet Food Palatants Market Trends and Growth Opportunities

### 7.2.1 Europe Pet Food Palatants Market Outlook by Type

### 7.2.2 Europe Pet Food Palatants Market Outlook by Application

## 7.3 Europe Pet Food Palatants Market Outlook by Country

### 7.3.2 Germany Pet Food Palatants Market Outlook, 2021- 2032

### 7.3.3 France Pet Food Palatants Market Outlook, 2021- 2032

### 7.3.4 The UK Pet Food Palatants Market Outlook, 2021- 2032

### 7.3.5 Spain Pet Food Palatants Market Outlook, 2021- 2032

### 7.3.6 Italy Pet Food Palatants Market Outlook, 2021- 2032

### 7.3.7 Russia Pet Food Palatants Market Outlook, 2021- 2032

### 7.3.8 Rest of Europe Pet Food Palatants Market Outlook, 2021- 2032

# 8. ASIA PACIFIC PET FOOD PALATANTS MARKET SIZE OUTLOOK

## 8.1 Key Market Statistics, 2024

## 8.2 Asia Pacific Pet Food Palatants Market Trends and Growth Opportunities

### 8.2.1 Asia Pacific Pet Food Palatants Market Outlook by Type

### 8.2.2 Asia Pacific Pet Food Palatants Market Outlook by Application

## 8.3 Asia Pacific Pet Food Palatants Market Outlook by Country

### 8.3.1 China Pet Food Palatants Market Outlook, 2021- 2032

### 8.3.2 India Pet Food Palatants Market Outlook, 2021- 2032

### 8.3.3 Japan Pet Food Palatants Market Outlook, 2021- 2032

### 8.3.4 South Korea Pet Food Palatants Market Outlook, 2021- 2032

- 8.3.5 Australia Pet Food Palatants Market Outlook, 2021- 2032
- 8.3.6 South East Asia Pet Food Palatants Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Pet Food Palatants Market Outlook, 2021- 2032

## **9. SOUTH AMERICA PET FOOD PALATANTS MARKET SIZE OUTLOOK**

- 9.1 Key Market Statistics, 2024
- 9.2 South America Pet Food Palatants Market Trends and Growth Opportunities
  - 9.2.1 South America Pet Food Palatants Market Outlook by Type
  - 9.2.2 South America Pet Food Palatants Market Outlook by Application
- 9.3 South America Pet Food Palatants Market Outlook by Country
  - 9.3.1 Brazil Pet Food Palatants Market Outlook, 2021- 2032
  - 9.3.2 Argentina Pet Food Palatants Market Outlook, 2021- 2032
  - 9.3.3 Rest of South and Central America Pet Food Palatants Market Outlook, 2021- 2032

## **10. MIDDLE EAST AND AFRICA PET FOOD PALATANTS MARKET SIZE OUTLOOK**

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Pet Food Palatants Market Trends and Growth Opportunities
  - 10.2.1 Middle East and Africa Pet Food Palatants Market Outlook by Type
  - 10.2.2 Middle East and Africa Pet Food Palatants Market Outlook by Application
- 10.3 Middle East and Africa Pet Food Palatants Market Outlook by Country
  - 10.3.1 Saudi Arabia Pet Food Palatants Market Outlook, 2021- 2032
  - 10.3.2 The UAE Pet Food Palatants Market Outlook, 2021- 2032
  - 10.3.3 Rest of Middle East Pet Food Palatants Market Outlook, 2021- 2032
  - 10.3.4 South Africa Pet Food Palatants Market Outlook, 2021- 2032
  - 10.3.5 Egypt Pet Food Palatants Market Outlook, 2021- 2032
  - 10.3.6 Rest of Africa Pet Food Palatants Market Outlook, 2021- 2032

## **11. COMPANY PROFILES**

- 11.1 Leading 10 Companies
  - Kemin Industries
  - Nestl? S.A.
  - AFB International
  - Ohly GmbH

Kerry Group plc.  
Trilogy Essential Ingredients  
Diana Group (Symrise AG)  
Alphia (Cargill)  
Pancosma S.A.  
Symrise AG  
Yingtian WingBiotechnology Co., Ltd.  
Novozymes A/S  
11.2 Overview  
11.3 Products and Services  
11.4 SWOT Profile

## **12. APPENDIX**

12.1 Subscription Options  
12.2 Customization Options  
12.3 Publisher Details

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