

Pet Foods Market Size, Share, and Outlook, 2025 Report- By Type (Dry Pet Foods, Wet Pet Foods, Veterinary Diets, Treats and Snacks, Others), Ingredients (Seed Extracts, Quillaja, Animal-based, Cereals and Cereal Derivatives, Fruits, Others), Pet (Dogs, Cats, Horses, Rabbits, Others), Application (Residential, Pet Channels, Others), Distribution Channel (Specialized Pet Shops, Supermarkets and Hypermarkets, Online Stores, Others), and Companies, 2021-2032

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Abstracts

Pet Foods Market Outlook

The global Pet Foods market is expected to register a growth rate of 4.8% during the forecast period from \$124.1 Billion in 2024 to \$180.6 Billion in 2032. The Pet Foods 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 Foods segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Dry Pet Foods, Wet Pet Foods, Veterinary Diets, Treats and Snacks, Others), Ingredients (Seed Extracts, Quillaja, Animal-based, Cereals and Cereal Derivatives, Fruits, Others), Pet (Dogs, Cats, Horses, Rabbits, Others), Application (Residential, Pet Channels, Others), Distribution Channel (Specialized Pet Shops, Supermarkets and Hypermarkets, Online Stores, Others). Over 70 tables and

charts showcase findings from our latest survey report on Pet Foods markets.

Pet Foods Market Insights, 2025

In 2025, the pet foods market continues to boom as pets are increasingly seen as family members and their dietary health is prioritized with the same scrutiny as human nutrition. Pet owners are opting for premium, grain-free, raw, and human-grade food options, often tailored to specific health conditions, breed requirements, or life stages. Functional ingredients like omega-3s, probiotics, glucosamine, and CBD are being incorporated into both dry and wet food formulas to address joint health, digestion, and anxiety. Sustainability is also a major focus, with insect-based proteins, recyclable packaging, and carbon-neutral manufacturing gaining interest among eco-conscious consumers. Direct-to-consumer subscriptions and personalized pet food algorithms are redefining how products are sold and delivered. As pet ownership rises globally and pet health awareness expands, the pet foods market is transforming into a sophisticated, wellness-driven industry with deep innovation pipelines and emotional brand loyalty.

Five Trends that will define global Pet Foods market in 2025 and Beyond

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

The Pet Foods 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 Foods Market Segment Insights

The Pet Foods industry presents strong offers across categories. The analytical report offers forecasts of Pet Foods industry performance across segments and countries. Key

segments in the industry include By Type (Dry Pet Foods, Wet Pet Foods, Veterinary Diets, Treats and Snacks, Others), Ingredients (Seed Extracts, Quillaja, Animal-based, Cereals and Cereal Derivatives, Fruits, Others), Pet (Dogs, Cats, Horses, Rabbits, Others), Application (Residential, Pet Channels, Others), Distribution Channel (Specialized Pet Shops, Supermarkets and Hypermarkets, Online Stores, 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 Foods 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 Foods industry ecosystem. It assists decision-makers in evaluating global Pet Foods market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Pet Foods 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 Foods 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 Foods 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 Foods 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 Foods market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

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

Latin American Pet Foods 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 Foods 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 Foods

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 Foods markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Pet Foods 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 Diana Group (Symrise AG), Belcando (Bewital Petfood), Tomlyn (Vetoquinol), Arden Grange, Nestlé S.A., Reflex Nutrition Limited, Pala-Tech Laboratories, Inc., Baja Yucca Company, Midoricide, The J.M. Smucker Company, Unicharm Corporation, Mars, Incorporated, Colgate-Palmolive Company, Hill's Pet Nutrition (Colgate-Palmolive), Deurer, WellPet LLC.

Pet Foods Market Scope

Leading Segments

By Type

Dry Pet Foods

Wet Pet Foods

Veterinary Diets

Treats and Snacks

Others

By Ingredients

Seed Extracts

Quillaja

Animal-based

Cereals and Cereal Derivatives

Fruits

Others

By Pet

Dogs

Cats

Horses

Rabbits

Others

By Application

Residential

Pet Channels

Others

By Distribution Channel

Specialized Pet Shops

Supermarkets and Hypermarkets

Online Stores

Others

Leading Companies

Diana Group (Symrise AG)

Belcando (Bewital Petfood)

Tomlyn (Vetoquinol)

Arden Grange

Nestlé S.A.

Reflex Nutrition Limited

Pala-Tech Laboratories, Inc.

Baja Yucca Company

Midoricide

The J.M. Smucker Company

Unicharm Corporation

Mars, Incorporated

Colgate-Palmolive Company

Hill's Pet Nutrition (Colgate-Palmolive)

Deurer

WellPet LLC

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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Belcando (Bewital Petfood)

Tomlyn (Vetoquinol)

Arden Grange

Nestlé S.A.

Reflex Nutrition Limited

Pala-Tech Laboratories, Inc.

Baja Yucca Company

Midoricide

The J.M. Smucker Company

Unicharm Corporation

Mars, Incorporated

Colgate-Palmolive Company

Hill's Pet Nutrition (Colgate-Palmolive)

Deurer

WellPet LLC

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