

Dry Pet Food Market - Growth, Trends, and Forecast (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Dry Pet Food Market is poised to witness a CAGR of 5.1% during the forecast period. There is a growing trend of pet humanization globally. The American Pet Products Association estimated that more than 67% of households (84.9 million households) owned pets during 2020-21 in the United States, which is expected to grow further. Hence, pet food manufacturers are offering premium products targeted toward pet owners due to the increased parenting of pets.

The demand for dry pet foods is witnessing a huge demand compared to other pet food products as pet owners find these an easy and convenient food choice without compromising on the nutritional value. The ease of storing and feeding pets is driving higher demand for dry pet food among young and working urban pet owners worldwide.

Cats and dogs are the highest contributors to the dry pet food industry. According to the American Pet Products Association's (APPA) National Pet Owners Survey 2021-2022, almost 70% of households owned a pet. Also, it estimated that 54% of US households owned a dog, which has been significantly rising in the past five years. According to data from the European Pet Food Federation (FEDIAF), as of the end of 2021, 46% of European households owned pets, which equates to 90 million households. Cats and dogs remain the most popular pets; 25% of European Union (EU) households own at least one cat or dog. The growing popularity of cats and dogs indicates a higher demand for a diverse range of pet food supplies, which is expected to drive the market during the forecast period.

Dry Pet Food Market Trends

Growing Trend of Pet Humanization in All Regions

Pet humanization has become a globally accepted term in the pet industry. More pet owners want to provide their pets with human-like products or experiences and tend to see themselves more as pet parents than as owners. This has been a very crucial and defining trend in the market studied and more so in developed countries. Thus, the increasing humanization of pets is

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

expected to drive the pet food industry.

According to the European Pet Food Federation (FEDIAF), pet ownership in Europe is increasing, with 90 million European homes (46%) owning companion animals, resulting in over EUR 20 billion in related services and products. Germany is the leading country in terms of both cat and dog populations. Cats are the most popular pet in the EU. All countries appear to have a higher population of cats than dogs. However, Spain has a far higher preference for dogs, outnumbering the cat population by about 6 million.

In China, according to Pet Data, the adoption rate was 11.8% for dogs and 19.9% for cats in 2018. Based on Euromonitor data, the pet population in China reached nearly 200 million in 2021. This led to an increase in spending on healthy treats for pets. There are nearly 150,000 retail establishments nationwide in the Brazilian pet food market. Companies are increasing the number of premium products as consumers are prepared to spend more on pet food and products, including dry pet food that is healthy, nutritious, and improves their living conditions. For instance, MARS Petcare launched premium cat food under the IAMS brand in India. This brand offers four dry variants in India, specially designed to ensure a healthy, natural defense for both adult cats and kittens.

The increasing consumer trend toward pet adoption has driven pet food premiumization, which is anticipated to expand the market studied during the forecast period.

North America Dominates the Market

According to a recent American Pet Products Association survey, pet owners spent upwards of USD 50 billion on pet food in 2021, with dog owners spending an average of USD 287 on food annually. The same survey reported that 41% of dog owners opted to feed their companion premium dog food in 2020, an increase from 37% in 2019.

The major distribution channels through which the United States and Canada supply dry pet food are specialized pet shops, mass retail stores, pet superstores, online sales, niche specialists, grocery chains, drugstores, and agricultural supply stores. Pet food manufacturers are automating the production process to improve safety and efficiency. The use of innovative manufacturing technology, such as automating formulation, batching, drying, coating, and liquid delivery, is helping companies achieve cost efficiency and ensure product quality. Nestle Purina Petcare Company, Mars Inc., Hill's Pet Nutrition Inc., and Blue Buffalo Co. Ltd are significant companies operating in the North American dry pet food market.

Both dry dog food and cat food are popular among consumers because of their lower price tag and convenience. Hence, there is a growing expenditure on pets as well as higher customization of nutritional needs for pets, resulting in significant market growth in this region.

Dry Pet Food Market Competitor Analysis

The dry pet food market is moderately consolidated, and the market players include Mars Inc., Nestle SA (Purina), The J.M. Smucker Company, Colgate-Palmolive Company (Hills Pet Nutrition Inc.), and Blue Buffalo Company Ltd. Major players in the market have extended their product portfolio and broadened their business to maintain their market position. The key players in the market are also expanding their product ranges and plant capacities and introducing their products in new areas to increase their market presence.

Additional Benefits:

The market estimate (ME) sheet in Excel format

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.3 Market Restraints

4.4 Porter's Five Forces Analysis

4.4.1 Threat of New Entrants

4.4.2 Bargaining Power of Buyers/Consumers

4.4.3 Bargaining Power of Suppliers

4.4.4 Threat of Substitute Products

4.4.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 Animal Type

5.1.1 Dogs

5.1.2 Cats

5.1.3 Other Animals

5.2 Product Type

5.2.1 Kibble

5.2.2 Other Product Types

5.3 Ingredient Type

5.3.1 Protein

5.3.1.1 Animal-derived

5.3.1.2 Plant-derived

5.3.2 Cereals and Cereal Derivatives

5.3.3 Other Ingredient Types

5.4 Distribution Channel

5.4.1 Specialized Pet Shops

5.4.2 Online Channels

5.4.3 Supermarkets/Hypermarkets

5.4.4 Other Distribution Channels

5.5 Geography

5.5.1 North America

5.5.1.1 United States

5.5.1.2 Canada

5.5.1.3 Mexico

5.5.1.4 Rest of North America

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.5.2 Europe
 - 5.5.2.1 Germany
 - 5.5.2.2 United Kingdom
 - 5.5.2.3 France
 - 5.5.2.4 Russia
 - 5.5.2.5 Spain
 - 5.5.2.6 Rest of Europe
- 5.5.3 Asia-Pacific
 - 5.5.3.1 India
 - 5.5.3.2 China
 - 5.5.3.3 Japan
 - 5.5.3.4 Australia
 - 5.5.3.5 Rest of Asia-Pacific
- 5.5.4 South America
 - 5.5.4.1 Brazil
 - 5.5.4.2 Argentina
 - 5.5.4.3 Rest of South America
- 5.5.5 Middle East & Africa
 - 5.5.5.1 South Africa
 - 5.5.5.2 United Arab Emirates
 - 5.5.5.3 Saudi Arabia
 - 5.5.5.4 Rest of Middle East & Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Share Analysis
- 6.3 Company Profiles
 - 6.3.1 Mars Inc.
 - 6.3.2 Nestle Purina Petcare Company
 - 6.3.3 The JM Smucker Company
 - 6.3.4 Colgate-Palmolive Company (Hill's Pet Nutrition Inc.)
 - 6.3.5 General Mills Blue Buffalo Pet Products Inc.
 - 6.3.6 Nutriara Alimentos Ltda
 - 6.3.7 Clearlake Capital Group L.P. (Wellness Pet Company Inc.)
 - 6.3.8 Schell & Kampeter Inc. (Diamond Pet Foods)
 - 6.3.9 Alltech Inc.
 - 6.3.10 Archer Daniels Midland

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Dry Pet Food Market - Growth, Trends, and Forecast (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

