SCOTTS INTERNATIONAL

North America Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

Market Report | 2024-02-17 | 340 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 North America Pet Food Market size is estimated at USD 85 billion in 2024, and is expected to reach USD 125.85 billion by 2029, growing at a CAGR of 8.17% during the forecast period (2024-2029).

Dogs exhibit a wider range of pet food preferences, which has led to an increased usage of commercial pet foods for dogs compared to cats

- The pet food industry in North America is experiencing rapid growth, particularly in the market for pet food. Dogs and cats held a significant share in both the volume and value of the North American pet food market. This can be attributed to the increased awareness about health and wellness among pet owners. Dogs typically have a more varied diet compared to cats, with many owners choosing to feed them a combination of dry and wet food.
- Pet food and treats are the primary types of food given to animals in the region, accounting for 85.5% of the market share in 2022. In the past, pet food mainly consisted of dry and wet products made from meat and grains. However, due to changing consumer preferences and a greater focus on pet health and wellness, the pet food industry has evolved to offer a wider range of products that cater to specific dietary needs and preferences.
- The main channels for distributing pet food in North America are supermarkets, pet stores, and online retailers, which collectively accounted for a 77.4% market share in 2022. These channels are preferred by consumers due to their accessibility, convenience, and the popularity of online shopping.
- In terms of consumption, the United States and Canada are the major countries in North America, representing a combined market share of 94.8% for pet food in 2022. This can be attributed to factors such as high pet ownership rates, increasing disposable incomes, and changing consumer preferences toward premium and organic pet food.

- Therefore, the growth of the pet food market is being driven by the rise of e-commerce and changing consumer preferences toward pet health and wellness. It is anticipated to record a CAGR of 8.4% during the forecast period.

Higher adoption of commercial pet food products in the United States is projected to grow faster than other countries

- The North American pet food market is one of the largest in the global pet food market. In 2022, North America accounted for USD 72.71 billion of the global market due to the large pet population, the high adoption rate of pets over the past five years, and growing awareness about the specialized pet food products in the region.
- The United States held the largest share of the North American pet food market. It accounted for 88.5% of the market in 2022 due to the highest pet population in the region and the growing pet humanization and premiumization. For instance, the pet population in the United States increased from 215.4 million heads in 2017 to 239.1 million heads in 2022, and 40% of the pet parents purchased premium pet food in 2022.
- Canada held the second-largest share of the market and accounted for USD 4.53 billion in 2022 due to the lower adoption of pets compared to the United States. The country is expected to register a CAGR of 4.4% during the forecast period due to the rising awareness about pet health and the growing pet expenditure.
- Mexico is one of the fastest-growing countries in the region. It is anticipated to register a CAGR of 7.1% during the forecast period due to Mexican pet parents increasingly purchasing high-quality and nutritious pet food products for their pets. There is a rise in the pets' ages, which is expected to help increase the demand for veterinary diets in the country.
- The rising pet population, growing demand for premium foods, and rising awareness about the health concerns in pets are anticipated to boost the growth of the North American pet food market during the forecast period.

North America Pet Food Market Trends

Increasing adoptions from young adults and millennials are driving the cat food market

- There is an increase in the adoption of cats as pets in North America, owing to the high demand for companionship and less expenditure on pet food for cats than dogs. In the region, cats as pets increased by 13.6% between 2017 and 2022 due to the rise in pet humanization and because cats require less area to live than dogs. For instance, in the United States, households owning a cat as a pet was 26% in 2020, which increased to 53.5% in 2022.
- The United States, Canada, and Mexico witnessed higher adoption of cats as pets during the pandemic because of the work-from-home culture leading to a demand for companionship and a higher number of pet owners being millennials. For instance, in 2022, millennials were 33% of pet parents in the United States, and in 2020, 40% of the cat pet population was adopted from animal shelters in the country. Additionally, pet parents purchased cats from pet stores due to high income. For instance, in 2020, 43% of cat parents in the United States purchased cats from pet stores. Therefore, cats as pets in the region increased by 5.34% between 2020 and 2022.
- Young cats are being adopted more than adult cats in the region, with the United States leading in terms of that number. For instance, in 2021, the adopted cat population in the United States was 684,144, and young cats accounted for 53.5% of the cats adopted. The higher population of young cats and millennials being pet parents is expected to help in the growth of pet food products during the forecast period. An increase in the adoption and purchase of cats and an increase in pet humanization are expected to help in the growth of the pet population. The increasing pet population will help in the growth of the pet food market in the region.

Demand for natural and organic foods is increasing the expenditure in the region

- Pet expenditure is increasing in North America. The rise in pet expenditure is due to the availability of different types of pet food and the growing premiumization of pet food products in the United States and Canada. Pet parents are spending more on premium segments in the region, such as customized, natural, and organic pet food.
- The highest expenses of pet parents are on pet food, which is estimated to increase during the forecast period. For instance, pet food accounted for 42.4% of pet expenses in the United States (USD 136.8 million) in 2022. Pet food has the largest share, which is projected to increase as pet parents increasingly treat their pets as family members and the awareness about specialized pet food rises. The expenditure share of dog food is higher than that of cats because the dog population is higher and because they consume a larger quantity of food than cats. Pet parents provide premium pet food to their pets and use services such as pet grooming and pet daycare in the region as they consider them as family members. In the United States, about 40% of pet parents purchased premium pet food, and USD 11.4 billion was spent on services such as pet grooming and pet walking in 2022.
- Pet parents purchase pet food through online retailers, supermarkets, and pet stores. Higher pet food sales are generated through online retailers as a variety of pet food products are available on e-commerce sites; also, the pandemic increased the number of online orders. For instance, in the United States, online sales of pet care products, including food, increased from 32% in 2020 to 40% in 2022.
- Premiumization and rising awareness about the benefits of quality food are factors anticipated to boost pet expenditure in the region.

North America Pet Food Industry Overview

The North America Pet Food Market is moderately consolidated, with the top five companies occupying 45.37%. The major players in this market are Colgate-Palmolive Company (Hill's Pet Nutrition Inc.), General Mills Inc., Mars Incorporated, Nestle (Purina) and The J. M. Smucker Company (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

SCOTTS INTERNATIONAL

North America Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

Market Report | 2024-02-17 | 340 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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-19
		Signature	

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com