

## **US Cat Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029**

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### **Report description:**

The US Cat Food Market size is estimated at USD 21.90 billion in 2024, and is expected to reach USD 30.58 billion by 2029, growing at a CAGR of 6.91% during the forecast period (2024-2029).

Specific health needs and pet parents seeking specific solutions are driving the usage of veterinary diets for cats in the country

- In 2022, cat food accounted for 29% of the US pet food market, with a 69% increase compared to 2017. This growth can be primarily attributed to the rising cat population and the increasing number of pet owners. For instance, in 2022, the cat population grew by 11% compared to 2017. Pet food is the largest segment in the US cat food market, valued at USD 13.86 billion in 2022. Wet pet food is highly consumed by cats and was valued at USD 7.50 billion in 2022.

- Treats comprise the second-largest segment in the US cat food market, valued at USD 2.17 billion in 2022. Treats are given to cats in addition to regular food to provide additional health benefits, such as aiding digestion and promoting healthy skin and coat.

- In 2022, the veterinary diets segment was valued at USD 2.14 billion. It is the fastest-growing segment, expected to register a CAGR of 8.0% during the forecast period. The urinary tract diseases sub-segment holds the highest market share in the cat veterinary diet segment. It was valued at USD 493.8 million in 2022. The increasing prevalence of health conditions in cats contributed to the growth of the segment.

- Nutraceuticals for cats were valued at USD 515.5 million in the US cat food market, with a 3.1% increase between 2017 and 2022. This increase was driven by the increased awareness of healthy diets, particularly due to growing health concerns regarding cats.

- The market for cat food is expected to continue growing due to the increasing cat population, their specific health needs, and

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greater health awareness among pet owners. It is projected to register a CAGR of 7.3% during the forecast period.

## US Cat Food Market Trends

The increase in the number of people seeking cats as companion pets among millennials is leading to the growth of cat adoption in the country

- The cat population in the United States is increasing. Cats as pets are being adopted in the country due to the high demand for companionship and less expenditure on pet food than other pets. In the country, the share of cats as pets increased by 10.8% between 2017 and 2022 due to a rise in pet humanization and because cats require less area to live than dogs. For instance, in the United States, 26% of households owned a cat as a pet in 2020, which increased to 53.5% in 2022.
- The United States 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 millennials becoming pet owners. For instance, in 2022, millennials comprised 33% of pet parents in the United States, and in 2020, 40% of the cat population was adopted from animal shelters. In 2020, 43% of pet parents purchased cats from pet stores in line with high incomes in the United States. Therefore, cats as pets in the country increased by 4.5% between 2020 and 2022.
- Cat parents treating their cats as a part of their family accounted for 76% of cat owners between 2017 and 2018. This is expected to help in the growth of pet products, including pet food, as pet parents want to provide their pets with nutritious, specialized pet food. People also gifted cats to their loved ones, accounting for 3% of cat owners in the United States in 2021.
- Factors such as an increase in the adoption and purchase of cats and an increase in pet humanization are expected to boost the growth of the pet population. The increase in pet population is expected to drive the growth of the pet food market in the country.

The availability of commercial pet food through different channels and rising premiumization are leading to an increase in expenditure by pet parents

- In the United States, pet owners' spending on cats increased consistently by about 23.7% between 2019 and 2022. This upward trend in expenditure is attributed to various factors, including the growing ownership of pet cats, the greater diversity of cat food options, and the trend toward premiumization. The number of households in the country with pets rose from 84.9 million in 2020 to 86.9 million in 2022.
- When it comes to the cost of pet ownership in the United States, cat owners typically spend less than dog owners. On average, the yearly expenditure per cat is 12.2% lower than the yearly expenditure per dog. This is because dogs require more food than cats, leading to more spending on food for dogs. Furthermore, the population of dogs in the country is higher than that of cats, with 92.4 million pet dogs and 64.7 million pet cats as of 2022, representing a 42.8% lower population of cats compared to dogs.
- In the United States, pet owners spend an average of USD 1,480 annually on dogs and USD 902 annually on cats. These expenses cover various items and services, such as food, treats, vet visits, and grooming. Notably, pet food and treats account for about 40% of these expenditures. Pet owners in the United States typically purchase pet food from supermarkets, pet stores, and online retailers. There was a significant increase in online pet food sales, particularly during the pandemic. In 2022, online pet food sales accounted for 18.0% of total pet food sales. This trend was fueled by the rising awareness of the benefits of

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high-quality pet food and the growing premiumization of pet food. It is expected that this trend will continue to drive pet expenditure in the country.

## US Cat Food Industry Overview

The US Cat Food Market is moderately consolidated, with the top five companies occupying 53.95%. 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

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