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

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**Report description:**

The US Dog Food Market size is estimated at USD 38.54 billion in 2024, and is expected to reach USD 63.97 billion by 2029, growing at a CAGR of 10.67% during the forecast period (2024-2029).

The growing trend of preventative care is driving the veterinary diets segment at the fastest rate in the country

- In the United States, the dog food market reached a total value of USD 31.4 billion in 2022, establishing itself as the largest dog food market globally. This growth can be attributed to various factors, including the greater availability of pet food in different forms through diverse distribution channels, the growing demand for pet food offering multiple benefits, and the wide range of choices available to consumers.
- Within the United States, the dog food industry is predominantly comprised of pet food, accounting for a market value of USD 21.5 billion in 2022. Dry dog food held the majority share, representing 71.6% of the overall dog food market value, while wet dog food made up the remaining 28.4% in 2022. The popularity of dry dog food can be attributed to its numerous benefits for pets and the wide range of options available in mainstream and niche brands.
- The second-largest segment within the dog food market is dog treats, which had a market value of USD 4.6 billion in 2022. Treats are favored by dogs for various purposes, including training, dental care, and rewards. The growth of this segment is driven by the use of diverse ingredients and the inclusion of added vitamins, minerals, and other supplements in dog treats. It is estimated to register a CAGR of 11.2% during the forecast period.
- The veterinary diets market is the fastest-growing segment within the dog food market. The increasing utilization of veterinary diets as a preventive measure for pet health is anticipated to drive the market at a rapid rate, with a projected CAGR of 12.8% during the forecast period.

- The rising pet population and the increased adoption of commercial pet products are factors anticipated to drive the market during the forecast period.

US Dog Food Market Trends

Evolving pet ecosystem and rising availability of different channels for dog adoption driving the market in the country.

- Dogs as pets had a higher share in the United States in 2022, i.e., 38.6%, due to the high demand for companionship, as people feel more secure with dogs and dogs' inherent ability to adapt to their owner's routines. Thus, more households had dogs as pets, increasing their population. In 2022, around 65.1 million households owned a dog, which accounted for 74.9% of the households owning a pet. In 2021, 85% of dog owners consider dogs as their family members. There were more pet owners in the rural areas of the United States, with 19% more than in urban areas in 2017. The states of Wyoming, West Virginia, and Indiana have the highest population of dogs.
- The animal shelter is one of the key channels for dog adoption, and a rise in the purchase of dogs from pet stores is expected during the forecast period due to a rise in income levels and the high demand for dogs as companions in big apartments. In 2020, 38% of dog parents adopted a dog from an animal shelter, while 42% purchased them from a pet store.
- The demand for services such as pet grooming, pet boarding, and dog walking is high, as pet parents are treating their pets as family members. For instance, Pet Backer in the United States helps pet parents care for their pets when they are away and also provides grooming services.
- The growing trend of pet humanization and the evolving pet ecosystem are anticipated to help increase the pet population in the country, which, in turn, is expected to increase the demand for pet food during the forecast period.

The growing trend of premiumization and willingness to provide their dogs with eco-friendly pet care products driving the expenditure rate in the country

- The expenditure of pet owners on dogs steadily increased in the United States, with a rise of around 24.0% between 2019 and 2022. This increase in spending was due to a combination of factors, including the growing number of people who own pet dogs, the wider availability of different types of dog food, and the trend toward premiumization. In 2022, the number of households with dogs was 65.1 million, representing about 74.9% of households that own pets in the country.
- In comparison to other pet animals, pet owners spend more on their dogs, with the average yearly expenditure per dog being 12.2% higher than the average yearly expenditure per cat. This is because dogs consume more food than cats, leading to a greater share of spending on food for dogs. Additionally, the population of dogs is higher than that of cats in the United States. As of 2022, there were 92.4 million pet dogs and 64.7 million pet cats, representing a 42.8% lower population of cats compared to dogs.
- Pet dog food and treats account for 40.9% of overall pet dog expenditure. Over the last five years, there has been a 147% rise in the purchase of minimally processed dog food, indicating a growing preference for natural dog food products. Pet owners typically buy pet food from supermarkets, pet stores, and online retailers. In recent times, there has been a significant rise in pet food sales through online channels. The pandemic has accelerated the shift toward online channels, with online pet food sales accounting for

23.9% of total pet food sales in 2022. This trend is driven by the growing awareness of the benefits of high-quality pet food and the increasing premiumization of pet food, which is expected to continue driving pet expenditure in the country.

US Dog Food Industry Overview

The US Dog Food Market is moderately consolidated, with the top five companies occupying 58.04%. 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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