

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

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### **Report description:**

The US Pet Treats Market size is estimated at USD 10.37 billion in 2024, and is expected to reach USD 16.35 billion by 2029, growing at a CAGR of 9.53% during the forecast period (2024-2029).

Dogs are the major consumers of treats as they are susceptible to dental problems, which is driving market growth

- The US pet treats market witnessed a shift toward premium and natural products. Pet owners are increasingly seeking treats that are made with high-quality ingredients and free from artificial additives. This trend is driven by the rising awareness of the importance of nutrition in pets' overall well-being.
- Dogs dominate the US pet treats market, and they accounted for about 48.9% of the market value in 2022. This dominance is mainly due to the large population of dogs in the country compared to other pets, which has led to a shift in the demand for more premium treats. The market value of pet treats for dogs is anticipated to increase, registering a CAGR of 10.9% during the forecast period, which is the fastest-growing among pets.
- Cats held the second-largest market share, representing about 29.0% of the market in 2022. However, the relatively lower market size for cats can be attributed to their smaller population compared to dogs. In the same year, the population of pet cats in the United States was 42.9% less than that of dogs. Thus, the consumption of treats among cats is considerably lower than that of dogs.
- Despite comprising about 34.3% of the pet population in the United States, other pet animals such as birds, fish, and rodents contributed to only about 22.1% of the market in 2022. This low share can be attributed to their smaller size, resulting in lower food requirements than larger pets. However, there is a growing interest in other animals as pets, as they are relatively low-maintenance compared to dogs and cats.

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- The increasing awareness among pet owners and the growing population of pets in the country are expected to drive the pet treats market during the forecast period.

## US Pet Treats Market Trends

The increase in people seeking cats as companion pets among millennials is increasing cat adoption in the country

- There is a growth in the cat population in the United States. Cats as pets have been adopted in the country due to the high demand for companionship and less expenditure on pet food for cats than other pets. In the country, the adoption of cats as pets increased by 10.8% between 2017 and 2022 due to a rise in pet humanization and the lesser area cats require to live than dogs. For instance, in the United States, 26% of households owned cats as pets 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 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 United States. Pet parents purchased cats from pet stores due to growth in income. In 2020, 43% of cat parents in the United States purchased cats from pet stores. Cats as pets in the country increased by 4.5% between 2020 and 2022.
- Cat parents who treat their cats as a part of their family accounted for 76% during 2017-2018. This is expected to help in the growth of pet products, including pet food, as they are anticipated to be provided with nutritious specialized pet food. People also gift cats to their loved ones, and they accounted 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 help in the growth of the pet population, and the rise of the pet population will help in the growth of the pet food market in the country.

Higher preference for treats for pets, increasing pet humanization, and the growing availability of pet treats through various distribution channels are driving the pet expenditure in the United States

- Pet expenditure in the United States has been on a steady increase over the years. The overall pet expenditure in the country increased from USD 123.6 billion in 2021 to USD 136.8 billion in 2022, representing a 10.7% increase in the overall pet expenditure. This rise in pet expenditure is mainly attributed to the growing pet humanization, increased availability of different types of pet treats, and growing pet food premiumization in the country.
- Expenditure on pet treats accounted for about 26.1% of the average pet food expenditure per pet in 2022. The expenditure for pet treats per pet in the country increased from USD 212.4 in 2017 to USD 260.7 in 2022. This increase in pet expenditure on pet treats is mainly attributed to the higher preference for treats for pets and increasing pet humanization. Among pet animals, the pet treats expenditure on dogs is highest, valued at USD 103.5 per dog in 2022. This is followed by cats and dogs, which are valued at USD 91.4 and USD 65.8 in the same year. Generally, the per capita consumption of dogs is higher than that of cats. Thus, the expenditure on pet treats for dogs is higher than other pet animals.
- Pet parents purchase pet treats through online retailers, supermarkets, and pet stores. Pet treat sales through specialty stores and online retailers are high, as pet parents have a vast number of pet treat products available on e-commerce platforms. The pandemic increased the demand for online orders. The share of pet treat sales through online channels in the country increased

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and reached 18.6% of the pet treats market in 2022. The growing awareness of the benefits of quality food and the premiumization of pet food products are anticipated to continue driving pet expenditure in the country.

## US Pet Treats Industry Overview

The US Pet Treats Market is moderately consolidated, with the top five companies occupying 60.10%. 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:**

#### 1 EXECUTIVE SUMMARY & KEY FINDINGS

#### 2 REPORT OFFERS

#### 3 INTRODUCTION

##### 3.1 Study Assumptions & Market Definition

##### 3.2 Scope of the Study?

##### 3.3 Research Methodology

#### 4 KEY INDUSTRY TRENDS

##### 4.1 Pet Population

###### 4.1.1 Cats

###### 4.1.2 Dogs

###### 4.1.3 Other Pets

##### 4.2 Pet Expenditure

##### 4.3 Regulatory Framework

##### 4.4 Value Chain & Distribution Channel Analysis

#### 5 MARKET SEGMENTATION (includes market size in Value in USD and Volume, Forecasts up to 2029 and analysis of growth prospects)

##### 5.1 Sub Product

###### 5.1.1 Crunchy Treats

###### 5.1.2 Dental Treats

###### 5.1.3 Freeze-dried and Jerky Treats

###### 5.1.4 Soft & Chewy Treats

###### 5.1.5 Other Treats

##### 5.2 Pets

###### 5.2.1 Cats

###### 5.2.2 Dogs

###### 5.2.3 Other Pets

##### 5.3 Distribution Channel

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- 5.3.1 Convenience Stores
- 5.3.2 Online Channel
- 5.3.3 Specialty Stores
- 5.3.4 Supermarkets/Hypermarkets
- 5.3.5 Other Channels

## 6 COMPETITIVE LANDSCAPE

- 6.1 Key Strategic Moves
- 6.2 Market Share Analysis
- 6.3 Company Landscape
- 6.4 Company Profiles
  - 6.4.1 ADM
  - 6.4.2 Clearlake Capital Group, L.P. (Wellness Pet Company Inc.)
  - 6.4.3 Colgate-Palmolive Company (Hill's Pet Nutrition Inc.)
  - 6.4.4 Dechra Pharmaceuticals PLC
  - 6.4.5 General Mills Inc.
  - 6.4.6 Mars Incorporated
  - 6.4.7 Nestle (Purina)
  - 6.4.8 Sunshine Mills Inc.
  - 6.4.9 The J. M. Smucker Company
  - 6.4.10 Virbac

## 7 KEY STRATEGIC QUESTIONS FOR PET FOOD CEOS

## 8 APPENDIX

- 8.1 Global Overview
  - 8.1.1 Overview
  - 8.1.2 Porter's Five Forces Framework
  - 8.1.3 Global Value Chain Analysis
  - 8.1.4 Market Dynamics (DROs)
- 8.2 Sources & References
- 8.3 List of Tables & Figures
- 8.4 Primary Insights
- 8.5 Data Pack
- 8.6 Glossary of Terms

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