

United States Pet Food Market Report and Forecast 2024-2032

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Report description:

United States Pet Food Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States pet food market size reached a value of USD 45 billion in 2023. Aided by the increasing pet ownership rates and the rising awareness of pet health and nutrition, the market is projected to further grow at a CAGR of 3.40% between 2024 and 2032 to reach a value of USD 61.03 billion by 2032.

Pet food in the United States has evolved significantly, with pet owners increasingly seeking products that address the health, nutritional needs, and preferences of their pets. This trend is bolstered by the humanisation of pets, where pets are considered part of the family, and there is a growing willingness among pet owners to spend on higher-quality pet food.

The United States has seen a steady increase in pet ownership, with dogs and cats being the most popular pets and this rise in pet populations directly leads to United States pet food market growth. There is a growing awareness among pet owners about the importance of providing their pets with nutritious diets to ensure their health and longevity. This has led to an increased demand for premium pet food products that are formulated with high-quality ingredients.

With pet obesity and related health conditions on the rise, there is an increasing focus on weight management and disease-specific diets in the pet food sector. Products designed to address health issues such as diabetes, kidney disease, and allergies are becoming more common, along with foods formulated to support overall health and wellness, including dental health, joint mobility, and cognitive function.

The pet food market in the United States is witnessing a trend towards premiumisation, with pet foods that offer specialised diets for pets with specific health issues, dietary restrictions, or life stages gaining popularity. These include grain-free, organic, and non-GMO food options. The rise of online retail has made it easier for pet owners to access a wide range of pet food products, including niche and premium brands. E-commerce platforms are playing a significant role in the distribution of pet food.

As per the United States pet food market analysis, the pet snacks and treats segment is expanding rapidly, with a wide variety of functional treats and supplements that offer additional health benefits beyond traditional pet food. This includes treats formulated for dental health, stress relief, joint support, and more. The growth in this segment reflects pet owners' desire to indulge their pets while also supporting their health and well-being.

Pet owners are increasingly seeking customised and personalised pet food options that cater to the specific dietary needs and

preferences of their pets. As per the United States pet food market outlook, companies are responding by offering personalised nutrition plans, customisable meal options, and even subscription-based models that tailor deliveries to the pet's size, age, activity level, and health conditions. This trend towards personalisation emphasises the importance of individual pet care and wellness.

Sustainability and ethical sourcing are becoming important factors in the purchasing decisions of pet owners. Consumers are looking for pet food brands that use sustainably sourced ingredients, employ eco-friendly manufacturing and packaging processes, and demonstrate a commitment to animal welfare which boosts the United States pet food market expansion among eco-conscious consumers. This trend is pushing companies to adopt more transparent and responsible practices.

Companies in the market are continually innovating to meet the changing preferences and needs of pets and their owners. This includes the development of functional pet foods that offer additional health benefits, such as improved digestion, skin and coat health, and weight management and support the overall United States pet food market share.

Market Segmentation □

The market can be divided based on product type, animal type, ingredient type, pricing type, distribution channel, and region.

Market Breakup by Product Type

- Dry Pet Food
- Wet Pet Food
- Treat/Snacks
- Others

Market Breakup by Animal Type

- Dogs
- Cats
- Birds
- Others

Market Breakup by Ingredient Type

- Animal Derived
- Plant Derived

Market Breakup by Pricing Type

- Mass
- Premium

Market Breakup by Distribution Channel

- Specialised Pet Shops
- Supermarkets and Hypermarkets
- Online Channel
- Others

Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States pet food market. Some of the major players explored in the report by Expert Market Research are as follows:

- Mars, Incorporated
- Nestle SA
- General Mills Inc.
- Schell & Kampeter, Inc.
- Colgate - Palmolive Company (Hill's Pet Nutrition, Inc.)
- The J.M. Smucker Company
- Simmons Foods, Inc.
- Merrick Pet Care, Inc.
- Sunshine Mills Inc.
- Alpha Inc.
- Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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