

Pet Food and Treats Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Report description:

The Global Pet Food And Treats Market was valued at USD 133.3 billion in 2023, and projections indicate a CAGR of 7.9% from 2024 to 2032. Several key factors have fueled this robust growth in the pet food and treat market. A major driver is the rising trend of pet humanization, treating pets as integral family members. This evolution has resulted in increased spending on premium and specialized pet foods to address specific dietary needs like grain-free, organic, or hypoallergenic choices. Furthermore, heightened awareness among pet owners regarding their pets' nutritional requirements has spurred demand for high-quality ingredients, such as chicken, beef, and fish proteins, alongside functional foods promoting overall health and wellness.

The market is also increasingly influenced by trends emphasizing health, sustainability, and personalization. A notable trend is the pivot towards natural and organic pet foods, mirroring the broader human wellness movement. Data from the American Pet Products Association (APPA) highlights this shift, revealing a surge in natural pet food sales, with over 40% of pet owners favoring products devoid of artificial ingredients.

The overall industry is classified into product type, pet type, ingredient type, packaging, life stage, special dietary needs, price range, distribution channel, and region.

The market segments based on product type include cookies, biscuits, snacks, canned food, bones, dry food, sticks, and others (like freeze-dried food). The dry food led the market, raking in revenues surpassing USD 42.7 billion in 2023, with projections to hit USD 90.7 billion by 2032. The dominance of dry food can be attributed to its convenience, extended shelf life, and cost-effectiveness when juxtaposed with wet or fresh alternatives.

The market classifies pet food and treats based on pet type into dogs, cats, and others. The dogs led the market with revenues exceeding USD 67.4 billion in 2023, and projections suggest a rise to USD 137.4 billion by 2032. The predominance of dogs in the pet food and treat market is largely due to their global popularity, especially in regions like North America and Europe. North America stood out as the leading region, amassing a significant revenue of USD 45.9 billion in 2023, with expectations to reach USD 91.2 billion by 2032. The region's dominance in the pet food and treat market stems from a blend of high pet ownership rates and a deep-rooted cultural emphasis on pet care. Notably, the U.S. boasts one of the highest pet ownership

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percentages, with nearly 70% of households having at least one pet, as reported by the American Pet Products Association (APPA).

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

Chapter 2 Executive Summary

2.1 Industry 360° synopsis, 2018 - 2032

Chapter 3 Industry Insights

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factors affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
 - 3.1.7 Retailers
 - 3.2 Impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Increasing trend of pet ownership
 - 3.2.1.2 Increasing trend of pet humanization
 - 3.2.1.3 Increase in disposable income
 - 3.2.1.4 Expansion of e-commerce
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Ingredient transparency
 - 3.2.2.2 Rising competition
 - 3.3 Technology & innovation landscape
 - 3.4 Consumer buying behavior analysis
 - 3.4.1 Demographic trends
 - 3.4.2 Factors affecting buying decision
 - 3.4.3 Consumer product adoption
 - 3.4.4 Preferred distribution channel
 - 3.5 Growth potential analysis
 - 3.6 Regulatory landscape
 - 3.7 Pricing analysis
 - 3.8 Porter's analysis
 - 3.9 PESTEL analysis
- #### Chapter 4 Competitive Landscape, 2023
- 4.1 Introduction

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4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

Chapter 5 Market Estimates & Forecast, By Product Type, 2021 - 2032, (USD Billion) (Million Units)

5.1 Key trends

5.2 Cookies, biscuits, snacks

5.3 Canned food

5.4 Bones

5.5 Dry food

5.6 Sticks

5.7 Others (Freeze-dried food, etc.)

Chapter 6 Market Estimates & Forecast, By Pet Type, 2021 - 2032, (USD Billion) (Million Units)

6.1 Key trends

6.2 Dogs

6.3 Cats

6.4 Others (fish, birds, hamsters, etc.)

Chapter 7 Market Estimates & Forecast, By Ingredient, 2021 - 2032, (USD Billion) (Million Units)

7.1 Key trends

7.2 Proteins

7.2.1 Chicken

7.2.2 Beef

7.2.3 Fish (salmon, tuna)

7.2.4 Turkey

7.2.5 Lamb

7.3 Cereals & Vegetables

7.4 Fats and oils

7.5 Vitamins & Minerals

7.6 Others (Flavor Enhancers, Specialty Supplemental, etc.)

Chapter 8 Market Estimates & Forecast, By Packaging, 2021 - 2032, (USD Billion) (Million Units)

8.1 Key trends

8.2 Cans

8.3 Pouches

8.4 Bags

8.5 Carton

8.6 Others (tins, tubs, etc.)

Chapter 9 Market Estimates & Forecast, By Life Stage, 2021 - 2032, (USD Billion) (Million Units)

9.1 Key trends

9.2 Puppy/kitten

9.3 Adult pet

9.4 Senior pet

Chapter 10 Market Estimates & Forecast, By Special Dietary Needs, 2021 - 2032, (USD Billion) (Million Units)

10.1 Key trends

10.2 Weight management

10.3 Grain-free

10.4 Hypoallergenic

10.5 Organic/natural

10.6 Raw/freeze-dried

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Chapter 11 Market Estimates & Forecast, By Price Range, 2021 - 2032, (USD Billion) (Million Units)

11.1 Key trends

11.2 Low

11.3 Medium

11.4 High

Chapter 12 Market Estimates & Forecast, By Distribution Channel, 2021 - 2032, (USD Billion) (Million Units)

12.1 Key trends

12.2 Online

12.2.1 Ecommerce

12.2.2 Company Owned Website

12.3 Offline

12.3.1 Supermarket/Hypermarket

12.3.2 Specialty stores

12.3.3 Pharmacies and Drugstores

12.3.4 Other retail formats

Chapter 13 Market Estimates & Forecast, By Region, 2021 - 2032, (USD Billion) (Million Units)

13.1 Key trends

13.2 North America

13.2.1 U.S.

13.2.2 Canada

13.3 Europe

13.3.1 Germany

13.3.2 UK

13.3.3 France

13.3.4 Italy

13.3.5 Spain

13.3.6 Rest of Europe

13.4 Asia Pacific

13.4.1 China

13.4.2 India

13.4.3 Japan

13.4.4 South Korea

13.4.5 Australia

13.4.6 Malaysia

13.4.7 Indonesia

13.4.8 Rest of Asia Pacific

13.5 Latin America

13.5.1 Brazil

13.5.2 Mexico

13.5.3 Argentina

13.5.4 Rest of Latin America

13.6 MEA

13.6.1 Saudi Arabia

13.6.2 UAE

13.6.3 South Africa

13.6.4 Rest of MEA

Chapter 14 Company Profiles (Business Overview, Financial Data, Product Landscape, Strategic Outlook, SWOT Analysis)

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- 14.2 Big Heart Pet Brands, Inc.
- 14.3 Blue Buffalo Pet Products, Inc.
- 14.4 Deurer GmbH
- 14.5 Diamond Pet Foods, Inc.
- 14.6 General Mills, Inc.
- 14.7 Heristo AG
- 14.8 Hill's Pet Nutrition, Inc.
- 14.9 Mars Petcare US, Inc.
- 14.10 Nestle Purina PetCare Company
- 14.11 Nisshin Pet Food, Inc.
- 14.12 Nutriara Alimentos Ltda
- 14.13 Spectrum Brands Holdings, Inc.
- 14.14 The J.M. Smucker Company
- 14.15 WellPet LLC

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