Europe Pet Food Market Research Report Information By Food Type (Dry Food, Wet Food, Treats & Snacks and Others), by Animal Type (Dog Food, Cat Food, Bird Food, Rodent Food and Others), by Distribution Channel (Supermarkets & Hypermarkets, Specialty Pet Shops, Online Sales Channel and Others), by Packaging Type (Flexible Packaging (Pouches), and Rigid Packaging), and by Country (Germany, France, Spain, UK, Italy, Croatia, Slovenia, Bosnia & Herzegovina, Serbia, North Macedonia, Albania, Kosovo, Romania, Bulgaria, and Rest of Europe) Forecast to 2032

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Market Overview
In 2023, the European pet food market was valued at USD 31,186.48 million. The Pet Food industry is expected to expand from 2024 to USD 51,365.49 million by 2032, with a compound annual growth rate (CAGR) of 5.75% over the forecast period (2024-2032). The European pet food market has seen a revolutionary transition in recent years, spurred primarily by expanding pet humanization trends among European households.
A significant trend in the European pet food market is the increased emphasis on wellness and health. Premium and specialty pet

foods are in increasing demand as pet owners become more concerned about their pets' nutrition. This trend is driven by the desire to improve pets' quality of life and a greater awareness of pet health issues. As a result, people are increasingly interested in natural and organic components, as well as food items that address health concerns such as grain-free diets, hypoallergenic alternatives, and formulae that promote digestive or joint health.
Market Segment insights
The Europe Pet Food market is divided into four segments based on food type: dry food, wet food, treats and snacks, and others.
The market is divided into five segments based on animal type: dog food, cat food, bird food, rodent food, and others.
The market is divided into four segments based on distribution channel: supermarkets and hypermarkets, specialty pet shops, online sales channels, and others.
The market is divided into two segments based on packaging type: flexible packaging (pouches) and rigid packaging.

Regional insights
The study divides the market by country: Germany, France, Spain, the United Kingdom, Italy, Croatia, Slovenia, Bosnia and Herzegovina, Serbia, North Macedonia, Albania, Kosovo, Romania, Bulgaria, and the rest of Europe. The Rest of Europe segment dominated the market in 2023, with a value of USD 7,442.53 million, and is predicted to reach USD 13284.41 million in 2032. Countries in this section may include Portugal, Greece, Austria, Belgium, the Netherlands, Poland, Hungary, and the Nordic areas, among others. Each of these countries has unique potential and problems for the pet food sector, owing to variances in pet ownership trends, disposable income, customer preferences, and regulatory regimes. Premium and organic pet food products drive demand in nations with greater disposable incomes, such as the Netherlands and Belgium. The health-conscious consumer base in these regions prioritizes natural and high-quality ingredients in their pet food purchases, which is consistent with the larger trend of pet humanization, in which owners regard their pets as family members.

Major Players
Mars, Incorporated (US), Nestle S.A. (Switzerland), ADM (US), Affinity Petcare SA (Spain), Clearlake Capital Group, L.P. (US), Colgate-Palmolive Company (US), General Mills Inc. (US), Heristo Aktiengesellschaft (Germany), Schell & Kampeter Inc. (US), and Virbac (France) are among the key players in the pet food market.

Table of Contents:

TABLE OF CONTENTS

SCOTTS INTERNATIONAL

Europe Pet Food Market Research Report Information By Food Type (Dry Food, Wet Food, Treats & Snacks and Others), by Animal Type (Dog Food, Cat Food, Bird Food, Rodent Food and Others), by Distribution Channel (Supermarkets & Hypermarkets, Specialty Pet Shops, Online Sales Channel and Others), by Packaging Type (Flexible Packaging (Pouches), and Rigid Packaging), and by Country (Germany, France, Spain, UK, Italy, Croatia, Slovenia, Bosnia & Herzegovina, Serbia, North Macedonia, Albania, Kosovo, Romania, Bulgaria, and Rest of Europe) Forecast to 2032

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