

## **Pet Food Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 110 pages | Mordor Intelligence

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### **Report description:**

The Pet Food Packaging Market size is estimated at USD 13.67 billion in 2025, and is expected to reach USD 18.64 billion by 2030, at a CAGR of 6.4% during the forecast period (2025-2030).

Pet food packaging is growing significantly. Proper packaging is essential for maintaining the freshness and nutritional value of pet food by protecting it from contaminants, moisture, and air. Proper packaging ensures the food remains safe from pests and other environmental factors that could compromise its quality. This makes it easier for pet owners to handle, store, and dispense food.

### **Key Highlights**

- The pet food packaging market is gaining traction due to the growing adoption of pets as companions and the increasing awareness among owners about maintaining a pet's health. Growing concerns over pet health are driving the adoption of advanced, spill-proof packaging for pet food, ensuring its quality is preserved. Data from Shelter Animals Count in 2023 revealed that 3% more dogs entered shelters than exited. Specifically, 2.2 million dogs found new homes, 625,000 were reunited with their owners, and 561,000 were moved between organizations.
- In 2023-2024, the American Pet Products Association Inc. reported that around 65.1 million US households had at least one dog. Cats and freshwater fish followed, with about 46.5 million and 11.1 million households, respectively. As pet owners increasingly view their pets as family, there is an increasing demand for premium and high-quality packaged pet food.
- As the social contract shifts and treating pets as faithful family members is more of a social norm, the growth and development of the premium pet food category emerged as a natural consequence. The emergence of new brand players and the proliferation of SKUs unleashing dramatic packaging drive the pet food industry. In addition, online pet food sales are rising, which boosts demand for packaging that supports shipping and handling. As reported by Agriculture and Agri-Food Canada, online retailing in India saw pet food making up 14.5% of its sales in 2023. Such expansion in online pet food sales may create demand in the

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studied market.

- The increasing adoption of food safety regulations poses several challenges to the growth of the pet food packaging market. Stricter food safety regulations require manufacturers to invest in compliant packaging materials, technologies, and processes. This leads to higher production costs, which can be difficult for smaller companies to absorb. Tighter regulations may result in more frequent inspections and a higher likelihood of recalls if packaging is found to be non-compliant. Recalls can damage a brand's reputation and lead to financial losses.
- Moreover, increasing inflation drives up costs for raw materials, energy, and transportation, raising the expenses associated with pet food packaging production. This uptick in packaging material costs can, in turn, elevate the prices of the pet food products themselves. Furthermore, as inflation impacts the cost of living, consumers are likely to adopt a budget-conscious approach. This shift in priorities may lead them to focus on essential expenses, shortening their spending on premium or specialty pet foods and their associated packaging.

## Pet Food Packaging Market Trends

### The Dry Food Segment is Expected to Hold a Considerable Share in the Market

- Dry pet food is convenient for pet owners and retailers due to its longer shelf life and ease of storage. This stability and minimal need for refrigeration boost its popularity. According to an official source, the market value of dry dog food in India was approximately USD 482 million in 2023. This was forecast to increase further and reach approximately USD 963 million by the end of 2028. Factors such as storage, bulk purchase, and shelf life were the primary reasons for dry dog food to have a share of over 88% of all dog food in India. Such factors are expected to propel the market's growth.
- Dry pet foods have a long shelf life due to low water activity and consequent microbiological stability. However, they are typically less appealing to pets than moist or semi-moist pet foods, probably due to their low flavor appeal. In contrast, some pets may prefer dry pet foods due to their textural qualities. This drives the growth of the dry pet food packaging market.
- In addition, the rising number of pet owners globally contributes to increased demand for all types of pet food, including dry pet food, which is often preferred for its practicality and cost-effectiveness. As per official data, India had a pet dog population exceeding 33 million in 2023. Projections indicate this figure will surpass 51 million by 2028. The number of pet dogs has led to increased pet food sales nationwide.
- Packaging for dry pet food has usually been simple, with major brands using paper bags. Companies like Nestle Purina are trying new packaging ideas. They are testing new paper materials and a system where customers bring their containers for refills. Data from IRI for the week ending June 18, 2023, showed Nestle Purina PetCare as the top-selling dry dog food brand in the United States, earning about USD 2.5 billion.
- According to the UK Pet Food, the market value for dog food in the UK was GBP 1840 million (about USD 2303 million) in 2023. As pet food sales grow, so does the need for packaging materials. This increase means pet food packaging manufacturers can expect more orders for materials like plastic, paper, and metal, which are used to make various packaging solutions.
- Furthermore, dry pet food has a lower production cost than wet food, making it a more economically viable option for manufacturers and consumers, contributing to its widespread use. Also, advances in packaging technology, such as resealable pouches and eco-friendly materials, enhance dry pet food's appeal. These innovations improve convenience and sustainability, driving the market's growth.

### North America is Expected to Witness a Significant Growth in the Market

- North America significantly contributes to the growth of the pet food packaging market. Countries like the United States and

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Canada have some of the highest pet ownership rates globally. This large pet owner base drives substantial demand for various pet food products and their packaging. According to Agriculture and Agri-Food Canada, Canada's pet population, encompassing dogs, cats, fish, small mammals, and reptiles, stood at around 27.93 million a few years ago. Projections indicate this number is expected to surpass 28.5 million by 2025.

- In North America, the rising demand for pet food packaging aligns closely with the growing trend of pet adoption, particularly for rescue dogs. As pet ownership expands in the region, especially with a focus on rescue dogs, the need for pet food naturally escalates. This uptick in pet ownership boosts the demand for pet food and amplifies the need for its packaging, presenting lucrative opportunities for packaging manufacturers.
- Furthermore, pet humanization is a pivotal trend reshaping the pet care landscape. A survey by Mondi revealed that 75% of participants are inclined to spend more on brands that prioritize sustainable packaging. As a result, brands in the pet food sector are aligning their solutions with these corporate values, placing sustainability at the forefront. Moreover, companies like Mondi lead the range with offerings like BarrierPack Recyclable. These solutions, which include premade pouches and FFS roll-stock, utilize plastic laminates. These laminates are recyclable in regions that accept flexible packaging and can be returned through store drop-off while maintaining their intended functionality.
- BASF America is pioneering sustainable pet food packaging using its water-based emulsion, JONCRYL HPB 1702. This innovative solution meets the pet food market's demands for grease resistance and food safety certifications.
- Moreover, in 2023, the US pet industry spending reached an impressive USD 147 billion, marking a substantial increase from the USD 90.5 billion recorded in prior years, as the American Pet Products Association Inc. reported. As pet expenditures rise, so does the demand for pet food, leading to an increased need for packaging to support this heightened production and consumption.
- North America is a hub for packaging innovation, with organizations investing in unique materials and technologies to improve packaging efficiency, functionality, and aesthetics. These factors are expected to drive the North American pet food packaging market, making it a critical region.

## Pet Food Packaging Market Overview

The pet food packaging market is fragmented. Some of the key players are Amcor Group GmbH, American Packaging Corporation, ProAmpac LLC, Constantia Flexibles Group GmbH, and Crown Holdings Inc. With innovation in pet food products and rising competition in the pet food packaging market, manufacturers opt for quality and sustainable packaging to attract more customers.

- July 2024: Mondi introduced 'FlexiBag Reinforced,' a new line of recyclable, mono-PE-based packaging solutions, enhancing its premade plastic bags portfolio. According to Mondi, these bags boast superior mechanical properties, including enhanced puncture resistance, increased stiffness, and better sealability. The adjustable barrier protection offers medium to high resistance against fat, oxygen, and moisture, ensuring content freshness. Mondi specifically highlights the pet food industry as a prime target for this innovative feature.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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