

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

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The U.S Pet Food Packaging Market is expected to register a CAGR of 5.6% during the forecast period.

#### **Key Highlights**

- Pet ownership in the United States has been increasing, which drives the demand for pet food packaging. According to the 2021-2022 American Pets Products Association (APPA) National Pet Owners Survey, in 2020, pet ownership in the United States increased from 67% of households to an all-time high of 70%.
- As pet owners take their pets' wellness exceptionally seriously, they are willing to invest more in their foods. This is leading to increasing demand from pet owners for protective, informative, and sustainable packaging.
- Various organizations in the country are making efforts to accelerate sustainability in the country. For instance, in February 2021, the Pet Sustainability Coalition (PSC), a US-based non-profit organization, announced the completion of phase I of Flex Forward. Flex Forward is a return-to-retail packaging pilot program aimed at reducing landfill waste and delivering sustainable packaging solutions to the pet industry after exceeding the collection goal of 5,000 pounds of used flexible plastic pet food and treat packaging.
- The COVID-19 pandemic has severely impacted the pet food industry in the United States. It also affects the growth of pet food packaging due to the direct correlation between manufacturing and packaging. For instance, in June 2021, Pet Food Institute (PFI) submitted a report to the US Department of Agriculture (USDA) detailing the supply chain constraints seen by pet food and treat manufacturers due to the COVID-19 pandemic. The association pointed out several issues in the transportation and supply chain infrastructure and how the pet food industry's interconnected nature with other markets in the United States caused supply shortages and other disruptions in 2020-2021.
- In addition, with the growing shift toward sustainable products, new pet food brands are coming up in the country with similar agendas. For instance, in August 2021, Target Corp. announced the launch of the pet food brand, Kindful. The brand offers

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recyclable packaging, which is in line with the retailer's environmental goals-the increasing competition in the market, leading to a strong focus on developing innovative packaging solutions.

## US Pet Food Packaging Market Trends

Increasing Pet Ownership across the Country to Drive the Growth of the Market.

- Pet ownership in the United States is increasing significantly, driving the demand for pet food packaging. According to the American Pet Products Association's (APPA) 2021-2022 Survey, pet ownership has increased from an estimated 67% of U.S. households that own a pet to an estimated 70%. Millennials were revealed to be the largest cohort of pet owners at 32%, followed closely by Boomers at 27% and Gen X at 24%. The percentage is up from 56% of the U.S. households back in 1988 when the first-year survey was conducted.
- Furthermore, the pet spending increased during the past year, with 35% of pet owners stating they spent more on their pet/pet supplies - including food, wellness-related products, and other pet care items - in the last 12 months than in the preceding year. Moreover, about 14% percent of survey respondents confirmed that they obtained a new pet during the pandemic.
- A growing number of retail stores are realizing the profit potential of pet products, with a few even establishing their private labels. For instance, In August 2021, Target launched its latest private label in the pet category, focusing on cat and dog food. Kindful includes more than 50 products ranging from wet and dry food to treats and toppers made with ingredients including poultry, pasture-raised beef, and fish caught through sustainable means.
- Moreover, the growth of the e-commerce industry in the United States has increased the penetration of pet food products in the country. For instance, according to APPA, about 60% of pet owners usually purchased pet products in person at brick-and-mortar stores before the pandemic. However, during the pandemic, in-person shopping dropped to 41%, aligning more closely with the 46% of pet owners who prefer to purchase online with purchases shipped to their homes. The increased outreach of packaged pet food products is expected to favor the growth of the packaging industry in this region during the forecast period.

## Pouches to Hold a Significant Market Share

- Pouch demand is estimated to be bolstered by features that foster convenience for consumers, including zippered closure mechanisms and light reduced weight. On the other hand, pouches serve reduced transportation costs due to their lightweight for the pet food manufacturers.
- Stand-up pouches emerged as a top choice for pet treats (ideally for retail-shelf attention). With packaging vendors making pouches available in many configurations, stand-up pouches gather multiple graphics panels and create measurable lifts in the market studied.
- As technologies are evolving, the versatility and efficiency of packaging machines allow many different kinds of formats. Better digital and HD capabilities advances in graphics enable creative package designs in the pet food sector, resulting in eye-catching photos, graphics, and colors on various materials that can be produced cheaper.
- Furthermore, the actual recyclability has not been achieved fully for pouches. This accounts for significant concerns in the industry. This is driving the players operating in the market to innovate the material used for packaging to be in line with the market trends like this. For instance, in January 2021, ProAmpac announced the launch of patent-pending ProActive Recycle Ready Retort RT-3000 to meet the need for recycle-ready retort packaging. Explicitly made for pet and human food, RT-3000 pouches are offered in stand-up and three-side seal configurations. It is also EU and FDA compliant for food contact in retort applications.

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## US Pet Food Packaging Industry Overview

The United States Pet Food Packaging Market is moderately competitive and moving towards the fragmented stage as new players enter the market. The fundamental strategy adopted by the major players includes offering customized products, introducing new packaging formats, and the innovation of new materials, among others. Some of the major players operating in the market include Amcor Plc., American Packaging Corporation, Crown Holdings Inc., and ProAmpac LLC., among others. Some of the recent developments are:

- September 2020 - Amcor, in collaboration with Nestle, launched the recyclable flexible retort pouch for Pet food. The partners collaborated during the product development process, testing for heat resistance, machine performance, shelf-life, and recyclability in the real world. Flexible retort packaging is a modern alternative to metal cans, and it can improve the carbon footprint of hundreds of consumer products owing to its lightweight, resource efficiency, and ease of transportation.
- March 2020 - TC Transcontinental announced the creation of a Recycling Group within TC Transcontinental Packaging. In 2020, the group intended to purchase equipment to convert flexible plastics recovered from sorting facilities and another commercial, industrial, and agricultural sources into recycled plastic granules. It will also be on the lookout for potential acquisitions of companies in this sector. The establishment of the Recycling Group is expected to contribute to the achievement of TC Transcontinental's objectives as a signatory of the Ellen MacArthur Foundation's New Plastics Economy Global Commitment.

### Additional Benefits:

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

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