

UK Pet Diet - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The UK Pet Diet Market size is estimated at 0.85 billion USD in 2025, and is expected to reach 1 billion USD by 2030, growing at a CAGR of 3.41% during the forecast period (2025-2030).

Dogs dominate the UK pet veterinary diets market as they are more susceptible to various health issues that are addressed by veterinary diets

- In 2022, dogs held a major share of the UK pet veterinary diets market, with a market value of USD 402.5 million. The higher share of dogs can be attributed to their large population in the country, accounting for 33.8% (13 million) of the pet population in 2022. With the increasing dog population, the prevalence of diseases has been rising. In 2022, digestive sensitivity and urinary tract disease veterinary diets accounted for major shares of 23.3% and 18.5%, respectively, of the dog veterinary diets market. The trend is expected to boost the dog veterinary diets segment at a CAGR of 3.7% during the forecast period, making it the fastest-growing segment in the country.
- Cats held the second-largest share in the UK pet veterinary diets market, valued at USD 255.4 million in 2022. However, the major factor for cats having a comparatively lower demand than dogs is their lower population. The pet cat population in the United Kingdom accounted for 33% of the pet population, which was 0.3 million less than that of dogs in the same year. Additionally, the consumption of veterinary diets is significantly lower for cats compared to dogs.
- Although other pets, including birds, rabbits, reptiles, and rodents, make up around 33.1% of the pet population in the United Kingdom, they only accounted for 12.3% of the veterinary diets market value in 2022. This can be attributed to the fact that pets are typically small in size and, therefore, require relatively small amounts of food.
- With the rise in pet ownership during the pandemic and the increasing prevalence of pet diseases, along with growing demand

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for specialized diets for pets' health, the pet veterinary diets market is projected to grow during the forecast period.

UK Pet Diet Market Trends

Increasing preference for adopting cats in urban areas as they require lesser space, affordability, and maintenance

- The adoption of cats as pets has been increasing in the United Kingdom for the past 5 years, and the increase in the number can be attributed to an increase in the need for companionship during the COVID-19 pandemic, increasing urbanization, and their ability to stay indoors without feeling cooped up. These benefits helped the cat population increase by 69.3% between 2019 and 2022.
- In the United Kingdom, only one region has a higher population of cats as pets than dogs. In 2022, London witnessed the highest cat ownership in the country, which accounted for 61% of the pets in London. London has the highest national share of cats adopted because of their affordability and lower maintenance requirements. Increasingly, people are living in small apartments and houses, which are better suited for cats than for dogs. The majority of the cats adopted in the country are found to be living in urban areas. The higher preference of people for adopting cats in urban areas is because they require less space than dogs and do not need to be taken on walks, which is difficult in busy cities such as London. Cats are also relatively quiet creatures, which is required while living in flats, making them a preferred choice for pet parents.
- There is a high potential for the growth of the cat population in the country, with 250,000 stray cats in the urban areas of the country that can be adopted by pet parents in the coming years, which will help in increasing the pet population and also the demand for the cat food products during the forecast period.
- The rising cat population due to the growth in urbanization, lower maintenance, and the potential of adoption of cats increasing in the future are anticipated to help in the growth of the pet food market in the country.

The growing trend of premiumization and increasing availability of veterinary diets through various distribution channels (particularly online channels), making access easy for consumers, are driving pet expenditure in the country

- In the United Kingdom, there has been a consistent upward trend in pet owners' spending on various pet products. Between 2019 and 2022, there was a substantial increase of about 13.3% in pet expenditure. This growth can be attributed to the expanding pet population in the country, which rose from 21.5 million in 2019 to 38.4 million in 2022. Furthermore, the growing trend of pet humanization has resulted in a higher demand for premium products, including natural and grain-free pet foods.
- Expenditure on pet veterinary diets accounted for about 16.3% of the average pet food expenditure per pet in 2022. The pet veterinary diet expenditure per pet in the country increased from USD 224.4 in 2017 to USD 282.3 in 2022. This increase is mainly attributed to the growing incidence of pet diseases, increasing pet humanization, a higher number of pet owners spending on preventive care, and the various health benefits associated with pet veterinary diets. Among pet animals, the pet veterinary diet expenditure on dogs is the highest, valued at USD 107.9 per dog in 2022. This is followed by cats and dogs, which were valued at USD 97 and USD 77.4, respectively, in the same year.
- Offline retail channels, such as pet shops, vet clinics, and supermarkets, are the preferred distribution channels for purchasing pet food products in the country. However, e-commerce has gained popularity in recent years, particularly due to the COVID-19

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pandemic. Pets at Home is one of the leading pet food retailers in the country and operates more than 452 stores. Growing awareness about the benefits of high-quality pet veterinary diets and the increasing premiumization of pet products are projected to continue driving pet expenditure in the country.

UK Pet Diet Industry Overview

The UK Pet Diet Market is fragmented, with the top five companies occupying 33.66%. The major players in this market are Colgate-Palmolive Company (Hill's Pet Nutrition Inc.), Mars Incorporated, Nestle (Purina), Schell & Kampeter Inc. (Diamond Pet Foods) and Virbac (sorted alphabetically).

Additional Benefits:

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

Table of Contents:

1 EXECUTIVE SUMMARY & KEY FINDINGS

2 REPORT OFFERS

3 INTRODUCTION

3.1 Study Assumptions & Market Definition

3.2 Scope of the Study?

3.3 Research Methodology

4 KEY INDUSTRY TRENDS

4.1 Pet Population

4.1.1 Cats

4.1.2 Dogs

4.1.3 Other Pets

4.2 Pet Expenditure

4.3 Regulatory Framework

4.4 Value Chain & Distribution Channel Analysis

5 MARKET SEGMENTATION (includes market size in Value in USD and Volume, Forecasts up to 2030 and analysis of growth prospects)

5.1 Sub Product

5.1.1 Diabetes

5.1.2 Digestive Sensitivity

5.1.3 Oral Care Diets

5.1.4 Renal

5.1.5 Urinary tract disease

5.1.6 Other Veterinary Diets

5.2 Pets

5.2.1 Cats

5.2.2 Dogs

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- 5.2.3 Other Pets
- 5.3 Distribution Channel
 - 5.3.1 Convenience Stores
 - 5.3.2 Online Channel
 - 5.3.3 Specialty Stores
 - 5.3.4 Supermarkets/Hypermarkets
 - 5.3.5 Other Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Key Strategic Moves
- 6.2 Market Share Analysis
- 6.3 Company Landscape
- 6.4 Company Profiles
 - 6.4.1 Alltech
 - 6.4.2 Clearlake Capital Group, L.P. (Wellness Pet Company Inc.)
 - 6.4.3 Colgate-Palmolive Company (Hill's Pet Nutrition Inc.)
 - 6.4.4 Dechra Pharmaceuticals PLC
 - 6.4.5 FARMINA PET FOODS
 - 6.4.6 General Mills Inc.
 - 6.4.7 Mars Incorporated
 - 6.4.8 Nestle (Purina)
 - 6.4.9 Schell & Kampeter Inc. (Diamond Pet Foods)
 - 6.4.10 Virbac

7 KEY STRATEGIC QUESTIONS FOR PET FOOD CEOS

8 APPENDIX

- 8.1 Global Overview
 - 8.1.1 Overview
 - 8.1.2 Porter's Five Forces Framework
 - 8.1.3 Global Value Chain Analysis
 - 8.1.4 Market Dynamics (DROs)
- 8.2 Sources & References
- 8.3 List of Tables & Figures
- 8.4 Primary Insights
- 8.5 Data Pack
- 8.6 Glossary of Terms

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