

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

Market Report | 2025-04-28 | 197 pages | Mordor Intelligence

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### **Report description:**

The UK Pet Treats Market size is estimated at 0.93 billion USD in 2025, and is expected to reach 1.07 billion USD by 2030, growing at a CAGR of 2.69% during the forecast period (2025-2030).

Dogs dominate the pet treats market, with cats emerging as major pets in the country

- The United Kingdom pet treats market is experiencing significant growth, which is mainly attributed to the growing pet population in the country, which increased from 22.7 million in 2017 to 38.4 million in 2022. The increasing trend of pet humanization also contributed to market growth.
- The UK pet treats market is primarily dominated by dogs, with the dog treats market accounting for 53.0% of the pet market in 2022. This can be attributed to the significant share of dogs in the overall pet population, accounting for around 33.8% in the country during the same year, and their ability to consume more quantities compared to other pet animals. The dog pet treats market value is projected to register a CAGR of 2.0% during the forecast period.
- In the UK pet treats market, cats held the second-largest share, accounting for about 31.2% of the pet treats market by value in 2022. Although cats made up around 33.1% of the total pet population in the region during the same year, their market share was relatively limited compared to dogs. This disparity is attributed to the fact that cats tend to consume fewer quantities of treats compared to dogs, influencing their market presence in the pet treats segment.
- Despite accounting for around 33.1% of the total pet population in the country, other pet animals, such as birds, fish, and rodents, only represented 15.8% of the total market value in 2022. This is largely because these pets are generally smaller in size and require relatively lesser amounts of food.
- The large population of pets in the country and the treats' ability to offer various health benefits to pets are anticipated to drive

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the market during the forecast period.

## UK Pet Treats Market Trends

There is an increased preference of adopting cats in urban areas as they require less space and are easily affordable

- The adoption of pet cats has been increasing in the United Kingdom for the past five years, and the increase in the number of cats as pets in the country can be attributed to an increase in the need for companionship during the COVID-19 pandemic, increasing urbanization, and because cats can be kept 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 that cat ownership was the highest in the country as it accounted for 61% of the pet parents 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 preference of people 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 relatively quiet creatures, which is essential 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 expected to be adopted by pet parents in the coming years. The rising cat population due to increasing 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 pet food product premiumization and increasing demand for high-quality natural pet foods are driving expenditure in the United Kingdom

- 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 growing trend of pet humanization, which has resulted in a higher demand for premium products, including natural and grain-free pet foods.
- The pet treats expenditure accounted for about 10.3% of the total pet expenditure in the United Kingdom per pet in 2022. Between 2019 and 2022, there was an increase in pet treats expenditure in the country. The expenditure on cat treats showed a significant increase of about 37.8%, while spending on dog treats increased by about 11.7%, and spending on other pet animal treats increased by 4.3% during the same period. Some of the major pet treat manufacturers in the United Kingdom are Mars Incorporated, Nestle Purina Petcare, and Hill's Pet Nutrition. The increasing premiumization in the country demands various novel protein pet treats and increased pet health, driving the pet treat expenditure in the country.
- 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 pandemic. Pets at Home is one of the leading pet food retailers in the country and operates more than 452 stores. Growing awareness of the

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benefits of high-quality pet treats and the increasing premiumization of pet treats are projected to continue driving pet expenditure in the country.

## UK Pet Treats Industry Overview

The UK Pet Treats Market is moderately consolidated, with the top five companies occupying 43.98%. The major players in this market are ADM, Colgate-Palmolive Company (Hill's Pet Nutrition Inc.), Mars Incorporated, Nestle (Purina) and Real Pet Food Co. (sorted alphabetically).

### Additional Benefits:

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

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