

United Kingdom Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The United Kingdom Pet Food Market size is estimated at 7.84 billion USD in 2025, and is expected to reach 9.09 billion USD by 2030, growing at a CAGR of 2.99% during the forecast period (2025-2030).

Dogs and cats dominated the market, with pet owners transitioning from home-cooked food to commercial pet food in the country and driving the market

- The pet food industry in the United Kingdom is experiencing rapid growth. The pet food segment value in the country grew by 23.5% between 2017 and 2021. This growth was primarily driven by a significant number of pet owners transitioning from home-cooked food to commercial pet food in the country. This can be attributed to increased awareness of health and wellness among pet owners.
- Dogs and cats dominated the market. Dogs tend to have a more diverse diet compared to cats, often receiving a combination of dry and wet food. The United Kingdom's dog food market has been experiencing steady growth, growing by about 13.5% between 2017 and 2021. This growth of the market is mainly due to the growing pet dog population in the country, which reached 12.9 million in 2022.
- In 2022, cat food accounted for 35.8% of the pet food market in the United Kingdom. Other pet animals, such as birds, small mammals, and rodents, have unique nutritional requirements that need to be fulfilled through specialized pet food products. In 2022, the market value for other animal pet food reached USD 1.8 billion.
- Pet food and treats are the primary types of food provided to animals, collectively accounting for 86.3% of the market share in 2022. Historically, pet food mainly consisted of dry and wet products with meat and grains. However, evolving consumer preferences and a focus on pet health drive the industry to a wider range of products catering to specific dietary needs and

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preferences.

- The growth of the pet food market is driven by the rise of e-commerce and evolving consumer preferences that focus on pet health and wellness. The market is projected to grow and register a CAGR of 2.8% during the forecast period.

United Kingdom Pet Food Market Trends

Increased people's preference to adopt cats in urban areas as they require less space, affordability, and lower maintenance requirements

- Cat adoption as pets 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 a rise in the need for companionship during the COVID-19 pandemic and increasing urbanization. They can also 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 more cats as pets than dogs. In London, cat ownership was the highest in the country in 2022, accounting for 61% of the pet parents in the city. London has the highest national share of cats adopted because of their affordability and lower maintenance requirements. Most people live in small apartments and houses, which are better suited for cats than dogs. The majority of the cats adopted in the country live in urban areas. People prefer to adopt cats in urban areas 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 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 in the coming years. This will help increase the pet population and the demand for cat food products during the forecast period.
- The rising cat population due to increasing urbanization, lower maintenance, and the potential of adopting more cats in the future are anticipated to help in the growth of the pet food market in the country.

The growing premiumization and demand for high-quality natural pet foods are driving pet 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 expanding pet population in the country, which rose from 21.5 million in 2019 to 38.4 million in 2022. The growing trend of pet humanization has resulted in a higher demand for premium products, including natural and grain-free pet foods.
- Between 2019 and 2022, there was an increase in pet expenditure in the country. The number of pet owners spending on pet food annually on dogs rose by about 23.5%, while spending on cats increased by about 23.2%, and other pet animals saw an increase of about 9.3%. The increase in expenditure on dogs and cats was nearly equal as the population of dogs and cats in the country was similar, with 12.9 million and 12.7 million, respectively, as of 2022. However, the average spending by pet owners on dogs was about 8.8% higher than the average spending on cats in the same year. This is mainly due to the larger size of dogs, which require more food than cats.
- Offline retail channels such as pet shops, vet clinics, and supermarkets are the preferred distribution channels for purchasing

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pet food products in the country. However, e-commerce has gained popularity recently, particularly due to the pandemic. Pets at Home is one of the leading pet food retailers in the country and operates through more than 452 stores. Growing awareness of the benefits of high-quality pet food and the increasing premiumization of pet food are projected to continue driving pet expenditure in the country.

United Kingdom Pet Food Industry Overview

The United Kingdom Pet Food Market is fragmented, with the top five companies occupying 28.95%. 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

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