

Organic Pet Food Market Report and Forecast 2025-2034

Market Report | 2025-08-11 | 172 pages | EMR Inc.

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Report description:

The global organic pet food market is projected to grow at a CAGR of 5.00% between 2025 and 2034.

Increasing Awareness about Pet Health to Boost the Market for Organic Pet Food

The global organic pet food industry is rapidly expanding. This could be attributed to the rising demand for organic variants in the market. Further, growing emphasis on pet health and wellbeing, as well as pet humanisation are also contributing to the market growth of organic pet food. Many health problems in pets are becoming more common, such as skin allergies, arthritis, brain ageing, digestive disorders, and obesity, which is a major concern for pet owners. As a result of increased awareness of such health issues, pet owners are more likely to buy safe and nutritious pet food, boosting the popularity of organic pet food. Organic pet food is preferred over traditional pet food by pet owners since it includes additional vitamins and minerals, all-natural ingredients, and no preservatives, artificial colours, or tastes. This is expected to be instrumental in the market growth of organic pet food.

Organic Pet Food Market Segmentation

Organic pet food consists of vitamins, proteins, amino acids, fatty acids, and minerals. It does not contain any preservatives, artificial flavours or colours, or genetically engineered ingredients. They are customised according to the pet's breed and age.

By pet type, the market is divided into

- Dog Food
- Cat Food
- Others

On the basis of product, the market is segmented into

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- Dry Food
- Wet and Canned Pet Food
- Snacks and Treats
- Others

Based on packaging type, the market is categorised into

- Bags
- Cans
- Pouches
- Boxes

By distribution channel, the industry is divided into

- Supermarkets and Hypermarkets
- Convenience Stores
- Speciality Stores
- Online
- Others

The regional markets for the product include

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Increasing Number of Households Adopting Pets to Boost the Market Growth of Organic Pet Food

Organic pet food is more nutrient-dense than typical pet food, which has enhanced the market growth in recent years. Further, the market is being propelled by the rising demand for transparency regarding product composition. Organic variants available in the market claim transparency and clarity regarding the ingredients used in the product, which has boosted the organic pet food industry. In addition, endorsements and commercials to promote pet health have increased in recent years, resulting in an increase in the popularity of organic pet food. This has strengthened the market growth in the historical period.

Moreover, people have been adopting stray and wounded animals, which has resulted in an increased demand for the product. Further, due to the active involvement of social media to promote pet care programs, the movement toward feeding safe pet food has accelerated. However, the lack of specific legislation for the pet market, supply problems, and soaring prices are some of the obstacles that could stifle the industry's growth. Organic pet foods make up a small percentage of the total pet food industry. Since there is no legal standard for organic pet food, pet food suppliers must stick to the organic mark for human food. Companies would be forced to lower commodity prices as the level of rivalry among market players is rising, further affecting their value growth. Such problems could hinder the market growth in the forecast period.

Key Industry Players in the Global Organic Pet Food Market

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The report gives a detailed analysis of the following key players in the global organic pet food market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- Newman's Own, Inc.
- BiOpet Pet Care Pty Ltd
- Nestle S.A.
- Evanger's Dog & Cat Food Company, Inc
- Castor & Pollux Natural Petworks
- Others

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis.

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