

## **Australia Pet Food Market Size Analysis - Market Share, Forecast Trends and Outlook Report (2025-2034)**

Market Report | 2025-10-26 | 100 pages | EMR Inc.

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### **Report description:**

**Australia Pet Food Market Trends** The Australia pet food market is experiencing significant growth, largely driven by pet owners becoming more health-conscious and demanding higher-quality, nutritious products. Innovation is a key factor in this expansion, with customised diets and plant-based food options now widely available. Consumers are becoming increasingly aware of the nutritional needs of their pets, and as a result, they are placing a greater emphasis on functional foods that promote overall health. The increasing rate of pet ownership has also expanded the customer base, contributing to the market's growth. With Australians more willing to invest in premium pet food, the industry is expected to continue flourishing. In June 2023, Royal Canin launched a breed-specific dog food range tailored to the nutritional needs of over 30 popular dog breeds, helping support digestive health, coat quality, and vitality. A major trend in the Australia pet food market is the rising demand for plant-based and vegan food options. Many pet owners are seeking ethical, environmentally friendly products for their pets, and this shift is reflected in a growing variety of plant-based foods available on the market. The rise of e-commerce platforms has also made it easier for consumers to access a broader range of pet food choices, including sustainable and eco-conscious brands. These brands are responding to the growing demand by adopting environmentally friendly production methods. Furthermore, the humanisation of pets has led more owners to choose specialised diets that align with their dietary preferences. This trend is driving demand for tailored pet foods that cater to specific breeds, ages, and health conditions, making pet nutrition increasingly personalised. In March 2024, Petlicious launched its premium organic dog treats, which focus on sustainable, ethically sourced ingredients, promoting health-conscious and eco-friendly practices.

**Australia Pet Food Market Growth** The demand of Australia pet food market is rising, particularly products designed to support the health and well-being of aged pets. Foods targeting digestive health, with added prebiotics, probiotics, and fibre, are also becoming increasingly popular. Australia's strict regulatory standards ensure that pet food meets high safety and quality benchmarks, which boosts consumer confidence. Functional pet foods designed to address specific health concerns-such as joint health, skin improvement, and weight management-are gaining popularity among pet owners. Additionally, the pet treat sector is expanding, with a growing range of functional treats that cater to various needs and health conditions. In April 2024, ACANA launched a wild-caught fish recipe for dogs, made from sustainable fishing practices and high-quality protein sources like salmon, mackerel, and herring, designed to support healthy skin, coat, and joints.

The Australia

pet food market revenue is being driven by the increasing disposable income of pet owners, leading to a higher demand for premium and specialised products. There is a growing trend towards locally produced pet food, as Australian consumers value transparency and trust in the sourcing of ingredients. Local production has become a key selling point for many pet food brands, and this focus on quality is driving growth in the sector. Additionally, investments in the pet food industry-both from domestic and international players-are expanding product offerings. These nutritionally balanced foods contribute to pets' health and longevity, lowering the risk of diseases. In May 2024, Black Hawk launched a high-protein dog food formula made with Australian-sourced chicken and beef, aimed at supporting active dogs and working breeds, offering superior protein content and healthy fats.

**Australia Pet Food Market Insights-** According to industry reports, Australia's pet population was estimated at around 28.7 million in 2022, with 6.9 million households owning pets.- Australia boasts one of the highest rates of pet ownership worldwide, as highlighted by an Australian-first pet census conducted by Animal Welfare Victoria in 2024.- Victorians spent a total of USD 6.6 billion on their pets in the year leading up to July 2023, as revealed by the same 2024 census by Animal Welfare Victoria.- The pet food market share in Victoria is projected to grow significantly, with a forecasted CAGR of 24.3% from 2024 to 2032.- The treat and snacks segment is projected to expand at a CAGR of 4.4% from 2024 to 2032.- The pet food market in Victoria is projected to grow at a CAGR of 3.6%, while the Australian Capital Territory is expected to see a CAGR of 4.4% from 2024 to 2032.

**Industry News July 2024** Love'em launched a new grain-free dog food range featuring kangaroo, beef, and lamb sourced from Australia. Designed for dogs with food sensitivities or allergies, these high-protein meals are free from gluten and grains. The formula provides optimal nutrition, supporting better digestion and overall health for pets throughout Australia. December 2023 Tuckers Natural unveiled a new raw food line for dogs and cats, emphasising biologically appropriate nutrition. Made with Australian-sourced meats, vegetables, and superfoods, the products offer a raw diet that promotes digestive health, skin vitality, and energy levels, catering to pets with specific dietary needs.

**Australia Pet Food Market Drivers** Premiumisation and Health-Conscious Consumer Trends Premiumisation is becoming more closely aligned with the Australia pet food market dynamics and trends, as an increasing number of pet owners prioritise their pets' health and well-being. Consumers are now more inclined to invest in high-quality, nutritionally balanced foods that promote long-term health, including organic, grain-free, and hypoallergenic options. As awareness of pet nutrition grows, there is a rising demand for functional foods that address specific health issues such as joint health, digestive concerns, and skin conditions. In July 2024, Hill's Science Diet launched a new weight management formula to help tackle obesity in Australian dogs and cats. This product is lower in calories but still offers balanced nutrients, supporting healthy metabolism and helping pets maintain a healthy weight without compromising on essential nutrients or taste.

**Plant-Based and Ethical Pet Foods Opportunities** in the Australia pet food market are growing as plant-based and vegan pet food options rapidly gain popularity, driven by rising consumer demand for more ethical and sustainable products. Pet owners, particularly those with environmental concerns, are turning to plant-based alternatives to traditional meat-based foods. These products cater to the growing trend of plant-based diets among humans and align with the rising awareness of the environmental impact of meat production. In response, pet food brands are offering protein-rich, plant-derived options that still meet pets' nutritional requirements. This trend is part of a broader societal shift toward sustainability and conscious consumerism, offering both ethical and health benefits for pets. In March 2024, Natural Pet Food Co. introduced an innovative plant-based dog food, designed to meet the increasing demand for vegan and eco-friendly pet products in Australia. The recipe is rich in essential vitamins, minerals, and plant-based protein sources such as peas and lentils, catering to dogs with food sensitivities or ethical preferences.

**Opportunities in the Australia Pet Food Market** Customised and Personalised Pet Nutrition Personalisation is a growing trend in the Australia pet food market, with more brands offering tailored nutrition solutions for pets. Customised pet food is designed to meet the specific needs of a pet based on factors such as breed, age, size, activity level, and health condition, ensuring a more targeted and effective diet. This trend mirrors the increasing demand for individualised nutrition, much like the humanisation of food. Brands are leveraging advanced technologies, including AI and data analytics, to create more personalised products and subscription services that offer convenience and precision for pet owners aiming to optimise their pets' health and well-being. In August 2023, Pet Circle launched a new initiative to reduce its environmental impact by switching to 100% recyclable packaging for its dry pet foods. This move is part of the company's broader commitment to sustainability, providing eco-conscious options without compromising on the quality or nutritional value of the products.

**Market Restraints** Despite Australia pet food market growth, several restraints may limit further expansion. High product costs, particularly for premium and specialised foods, can restrict accessibility for budget-conscious consumers. Supply chain issues and ingredient sourcing

challenges, such as import dependence, can lead to price hikes or shortages. Strict regulatory standards add complexity and costs, hindering market entry for smaller brands. Consumer education gaps and misleading claims also pose challenges, as confusion over product benefits can erode trust. Additionally, health and safety concerns, competition from alternative pet care products, economic downturns, and cultural preferences for traditional diets further complicate market growth. The Australia Pet Food Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments: Market Breakup by Product Type- Dry Pet Food- Wet Pet Food- Treat/Snacks- Others Market Breakup by Animal Type- Dogs- Cats- Birds- Others Market Breakup by Distribution Channel- Specialty Stores- Supermarkets and Hypermarkets- Online Channel- Others Market Breakup by Region- New South Wales- Victoria- Queensland- Australian Capital Territory- Western Australia- Others Australia Pet Food Market Share By Product Type Insights According to the Australia pet food market analysis, dry pet food dominates the market due to its convenience, long shelf life, and cost-effectiveness, making it a popular option for pet owners. It is easy to store and serve, promotes dental health by reducing tartar, and offers balanced nutrition. The dry pet food segment is expected to grow at a CAGR of 4.4% from 2024 to 2032. Dry food also aids portion control, helping prevent overeating. In June 2023, Royal Canin launched a new dry food formula for small-breed puppies in Australia. This food is designed to support optimal growth and development, featuring protein-rich ingredients that promote immune health and digestive well-being, tailored to the specific nutritional needs of small, growing dogs. The growth of the Australia pet food market is further boosted by the popularity of wet pet food, known for its high moisture content, which helps with hydration and digestive health. Wet food is also more palatable, making it ideal for fussy eaters or pets with dental problems. Additionally, it often contains higher protein levels, benefiting active or senior pets. In September 2023, Wellness CORE launched a new wet food line for dogs in Australia, rich in high-quality protein from turkey and chicken. Designed for active dogs, it supports muscle health and hydration, targeting health-conscious pet owners seeking a nutritionally balanced, grain-free diet for their pets. By Animal Type Analysis According to the Australia pet food market report, the market is primarily driven by dog food offerings that cater to a wide range of breeds and health needs. These nutritionally balanced formulas support dogs' energy, digestion, and immune health. With options such as grain-free, high-protein, and hypoallergenic foods, pet owners can select diets tailored to their dog's age, size, and specific health concerns. In August 2023, Hill's Science Diet introduced a new dry food specially formulated for puppies, supporting healthy growth and development. Packed with high-quality protein and nutrients, this product meets the specific needs of growing dogs, ensuring balanced nutrition for optimal development. Opportunities in the Australia pet food market are further enhanced by the demand for cat food, which is designed to meet the unique nutritional requirements of felines. These formulas promote healthy digestion, coat condition, and urinary tract health. Cat food options are also available for different life stages, including kitten, adult, and senior formulas, helping to support optimal health and well-being. In January 2024, Feline Natural launched a new wet food range featuring free-range chicken and grass-fed lamb. The high-protein, natural diet is designed to support hydration, digestive health, and overall vitality, particularly for cats with specific dietary preferences or sensitivities. By Distribution Channel Insights Supermarkets and hypermarkets are key channels in the Australia pet food market, offering convenience and a wide range of pet products in one place. The pet food segment within supermarkets and hypermarkets is forecast to grow at a CAGR of 4.2% from 2024 to 2032. These retailers make pet food easily accessible to a broad customer base, often at competitive prices. Their physical presence allows for immediate purchases and promotional deals. In March 2024, Coles launched a new range of eco-friendly pet food in its stores. The products feature sustainably sourced ingredients and are packaged in 100% recyclable materials. This launch reflects the growing consumer demand for ethical and environmentally responsible pet food options in Australian retail outlets. Online channels are seeing significant growth in the Australia pet food market, providing enhanced convenience and a broader range of products. The pet food segment within online channels is projected to grow at a CAGR of 6.4% from 2024 to 2032. Consumers can easily compare prices, read reviews, and have products delivered directly to their homes. Online shopping also facilitates subscription models, ensuring a continuous supply of pet food without visiting physical stores. In April 2024, PetCircle introduced a subscription service offering customised dog food blends tailored to individual pets' needs. Leveraging AI and data analytics, PetCircle ensures customers receive personalised nutrition regularly, making it more convenient for Australian pet owners who prefer shopping online. Australia Pet Food Market Regional Insights New South Wales Pet Food Market Insights The New South Wales pet food market benefits from a large and diverse pet-owning population. There is a growing demand for premium and specialised products, with an increasing focus on health-conscious, high-quality options. In 2023, New South Wales saw a rise in premium pet food launches, emphasising natural and locally sourced ingredients.

Additionally, pet adoption rates in the state grew by 15%, according to the NSW Department of Primary Industries. Queensland Pet Food Market Trends According to the Australia pet food industry analysis, Queensland's pet food market is experiencing growth due to the rising demand for organic, natural, and sustainable pet food options. Pet owners are seeking grain-free and allergy-friendly foods to cater to their pets' specific health needs. In 2023, the state saw a rise in the introduction of eco-friendly and organic pet food products. Pet adoption also increased by 10%, according to data from the Queensland Government. Western Australia Pet Food Market Dynamics The pet food market in Western Australia is expected to grow at a CAGR of 4.2% from 2024 to 2032. There is a noticeable shift towards high-protein, locally sourced products in the region's pet food market. There is an increasing demand for pet foods that support vitality and wellness, with a focus on natural ingredients. In 2023, several new pet food products were launched in the region, catering to health-conscious diets like grain-free and hypoallergenic options. Pet adoption in Western Australia rose by 12%, as reported by the WA Department of Agriculture. Competitive Landscape The Australia pet food market key players are renowned for producing high-quality pet food. These companies provide nutritious, natural, and affordable options for pets, using fresh, locally sourced ingredients. Known for their premium pet food ranges, they cater to both cats and dogs, offering a diverse selection of products that promote overall health and wellbeing. Each product is carefully formulated to meet the specific dietary needs of pets. The companies are also expanding their reach both within Australia and internationally, with a strong focus on innovation, sustainability, and animal welfare. Key Industry Players ADM Australia Pty. Ltd.: Established in 1999, ADM Australia Pty. Ltd. is a subsidiary of the global agricultural giant Archer Daniels Midland Company. Headquartered in Melbourne, the company focuses on supplying high-quality ingredients for the food, beverage, and pet food industries across Australia, including animal nutrition solutions. General Mills Inc.: Founded in 1866, General Mills Inc. is a leading American multinational food company with a strong presence in Australia. Headquartered in Minneapolis, USA, General Mills produces pet food brands like "Nature's Menu" and "Beneful," offering nutritious and high-quality products for pet owners globally, including in Australia. Mars Incorporated (Pedigree): Mars Incorporated, founded in 1911, is a global food giant headquartered in McLean, Virginia, USA. In Australia, Mars is well-known for its pet food brands such as Pedigree and Whiskas. The company provides a range of nutritionally balanced pet foods catering to dogs and cats of all ages. Nestle Australia Ltd. (Purina): Nestle Australia Ltd., established in 1904, is a subsidiary of the global food conglomerate Nestle. Headquartered in Sydney, Australia, Nestle's Purina division offers a wide range of pet food brands, including "Fancy Feast" and "Pro Plan," ensuring premium nutrition for pets across the country. Other key players in the Australia pet food market report are Colgate-Palmolive Company (Hill's Pet Nutrition, Inc.), Unicharm Australasia Pty Ltd., Schell & Kampeter, Inc. (Diamond), Virbac (Australia) Pty Ltd., Real Pet Food Company Pty Ltd., and WellPet LLC, among others. Recent Developments January 2024 Petbarn launched a new online-exclusive range of hypoallergenic pet food. This premium formula is designed for pets with allergies, offering an easily digestible option free from common allergens like grains and gluten. Petbarn's online platform provides convenient access for health-conscious pet owners across the country. September 2023 Chewy, a global online retailer, introduced a new line of Australian-made pet food. Featuring natural ingredients and free from artificial additives, the range is suitable for both cats and dogs, providing balanced and nutritious meals. The online service enables Australian pet owners to easily order and have products delivered to their homes.

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