

Canada Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 80 pages | Mordor Intelligence

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Report description:

Canada Pet Food Market Analysis

The Canada pet food market is expected to grow from USD 5.38 billion in 2025 to USD 5.67 billion in 2026 and is forecast to reach USD 7.41 billion by 2031 at 5.47% CAGR over 2026-2031. Premium kibble reformulations, functional nutrition, and omnichannel retail models are the primary catalysts behind this steady escalation. Premium price elasticity has widened as owners align pet diets with their own health goals, elevating the role of regionally sourced proteins, probiotics, and nutrient-dense inclusions. Specialty retail consolidation and direct-to-consumer models enable manufacturers to showcase differentiated propositions while defending margins in the face of volatile raw-material inputs. At the same time, the 2025 overhaul of the Canadian Feeds Regulations is forcing every label holder to strengthen traceability and preventive controls, effectively weeding out under-capitalized competitors and reinforcing trust in established brands. Altogether, these factors underpin a structural shift from volume to value that should continue to redefine competitive advantage within the Canada pet food market.

Canada Pet Food Market Trends and Insights

Rising Premiumization of Kibble Formats

Champion Petfoods' Orijen and Acana product lines combine freeze-dried raw ingredients with single-origin meats, with prices ranging from CAD 80-120 (USD 59-89) for 11.4 kg bags, positioning them 15-25% above standard kibble prices in January 2025. This pricing reflects consumers' willingness to pay premium prices for products perceived as having superior nutritional value.

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Mars's USD 1.2 billion acquisition of Champion in 2022 demonstrates the value of premium positioning over volume-based growth strategies, especially as rising ingredient costs affect traditional profit margins. Regulatory compliance factors under the Canadian Food Inspection Agency (CFIA) modernized Feeds Regulations support premium manufacturers with established quality systems while creating barriers for cost-focused competitors.

Humanization Trend Fueling Functional Ingredients

Functional ingredient integration mirrors human nutraceutical trends, with joint health, cognitive support, and digestive wellness commanding 40-60 premiums over baseline formulations. Pet Wellbeing Canada's product portfolio spans probiotics, omega-3 complexes, and targeted supplements priced at CAD 40-90 (USD 30-67) per unit in 2024. Healthybud's CAD 2.0 million (USD 1.5 million) funding round in 2024 for freeze-dried raw products with prebiotic and postbiotic inclusions demonstrates investor confidence in functional positioning. The trend extends beyond supplements into therapeutic diets, where Hill's Pet Nutrition leverages veterinary channel relationships to drive prescription diet adoption through telehealth consultations.

Volatile Meat and Grain Input Costs

Input cost volatility compressed manufacturer margins as beef prices increased 12% year-over-year in Q3 2024, while wheat and corn prices fluctuated 8-15% according to Statistics Canada commodity data. Canadian dollar weakness against the USD amplifies imported ingredient costs, particularly for specialty proteins and vitamin premixes sourced from international suppliers. Premium manufacturers partially offset cost pressures through price increases, but mass-market brands face margin compression that limits innovative investment. Supply chain resilience initiatives, including local sourcing partnerships, require 18-24-month implementation timelines that delay cost mitigation benefits.

Other drivers and restraints analyzed in the detailed report include:

Growth of Specialty Retail Chains Across Urban Canada
Surge in Direct-to-Consumer Fresh-Frozen Meal Startups
Stringent Canadian Food Inspection Agency (CFIA) Labeling Revisions

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

The food segment dominates the Canadian pet food market, accounting for approximately 64.55% of the total market value in 2025. This substantial market share can be attributed to the segment's role as a staple purchase for pet owners, regardless of their pets' breed, size, or age. The segment encompasses both dry and wet pet food products, with dry pet food being particularly popular due to its affordability and longer shelf life. The segment's dominance is further strengthened by the increasing consumer demand for high-quality pet foods that support their pets' health and wellness, along with the growing trend of premium and specialized food products that cater to specific dietary requirements and preferences of different pets.

Pet Nutraceuticals and Supplements capture the fastest growth at 9.05% CAGR through 2031, this impressive growth rate is driven by increasing awareness among pet owners about the benefits of vitamins and minerals, probiotics, and omega-3 fatty acids in supporting their pets' overall health. The segment's expansion is further fueled by the growing focus on preventive healthcare and the rising demand for specialized nutritional supplements that address specific health concerns in pets. The trend towards pet humanization has also contributed significantly to this growth, as pet owners increasingly seek products that can enhance their pets' immunity, digestive health, and overall well-being.

The Canada Pet Food Market Report is Segmented by Pet Food Product (Food, Pet Nutraceuticals/Supplements, Pet Treats, and Pet

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Veterinary Diets), by Pets (Cats, Dogs, and Other Pets), and by Distribution Channel (Convenience Stores, Online Channel, Specialty Stores, Supermarkets/Hypermarkets, and Other Channels). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

List of Companies Covered in this Report:

Mars, Incorporated Nestle (Purina) Colgate-Palmolive Company (Hill's Pet Nutrition, Inc.) General Mills Inc. Schell & Kampeter, Inc. (Diamond Pet Foods) ADM (Archer Daniels Midland Company) PLB International Inc. Sunshine Mills Inc. Virbac SA Simmons Pet Food Spectrum Brands Inc. (United Pet Group) The J. M. Smucker Company Petcurean Pet Nutrition Inc. Freshpet Inc. Calysta, Inc.

Additional Benefits:

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

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