

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

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

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Taiwan Pet Food Market Analysis

The Taiwan pet food market was valued at USD 1.09 billion in 2025 and estimated to grow from USD 1.16 billion in 2026 to reach USD 1.56 billion by 2031, at a CAGR of 6.12% during the forecast period (2026-2031). Rising pet ownership in metropolitan apartments, premiumization toward human-grade nutrition, and a rapid migration to digital shopping channels have accelerated demand and reinforced the dominant role of imports in meeting local needs. Thailand and the United States, together accounting for more than half of imports, continue to shape price tiers and brand positioning while domestic manufacturers focus on niche raw and freeze-dried formats that fit premium consumer segments. Regulatory tightening on heavy metals and mycotoxins, implemented in April 2025, is elevating quality expectations and reinforcing the value of strong traceability systems. Competitive intensity remains moderate; the top five brands control a major share of retail sales, yet specialty suppliers still capture growth in function-specific formulations and novel protein diets.

Taiwan Pet Food Market Trends and Insights

Rising Pet Ownership Density in Urban Apartments

Single-person households and aging residents increasingly acquire companion animals, lifting demand for smaller-breed dog and indoor-cat nutrition. Taiwan's Ministry of the Interior counted 9.3 million households in May 2024, with seniors comprising 18.71% of the population. A government-run digital registration system logged 94,544 dogs and 137,652 cats in 2024, yet market

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

estimates show more than 1.48 million dogs and 1.31 million cats, underscoring expansion headroom as registration compliance improves. Urban apartment living translates to portion-controlled, odor-moderate diets that favor premium kibble and high-protein wet formulas. Pets increasingly receive "family member" status, reinforcing sustained willingness to pay for veterinary-endorsed and function-specific products.

Premiumization: Human-Grade, Functional and Limited-Ingredient Formulas

Human-grade ingredient sourcing, probiotic inclusion, and limited-ingredient claims are reshaping the premium landscape. The Taiwan Food and Drug Administration's July 2024 guidance requires scientific substantiation for any physiological or medical claims, rewarding brands that invest in clinical validation. Average annual spending per pet owner reached TWD 28,081 (USD 891) in 2024, supported by an accessible network of nearly 4,000 small-animal veterinarians. Products addressing digestive health, skin sensitivities, urinary care, and joint mobility continue to earn shelf space, especially within veterinary and specialty e-commerce platforms.

High Price Elasticity Amid Slowing Real Wage Growth

Premium diets can cost more than ten times the price of entry-level kibble, exposing the Taiwan pet food market to down-trading when real wage growth slows. Heavy reliance on imported inputs also transmits currency fluctuations and commodity cost spikes. Hypermarkets respond with frequent promotions on Thai brands, while specialty retailers report basket-mix shifts toward mid-tier offerings during economic stress.

Other drivers and restraints analyzed in the detailed report include:

Rapid Shift to Online and Omnichannel Fulfillment Expansion of Pet Insurance Boosting Spend Per Pet Stringent TFDA Additive And Labeling Enforcement

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

Segment Analysis

Dry pet food retained 47.60% of the Taiwan pet food market share in 2025, supported by price competitiveness and shelf stability that appeal to apartment dwellers. The raw and freeze-dried category, though still niche, is forecast to record a 10.94% CAGR, outpacing all other segments due to premium positioning and human-grade ingredient claims. Veterinary diets, expanding at an impressive growth rate, benefit from proposed insurance reimbursements and clinic-based recommendations. Import regulations under the Feed Control Act mandate separate facilities for pet and human food processing, guiding manufacturers toward dedicated production lines and bolstering consumer trust.

Retailers note that the Taiwan pet food market size for raw formats remains constrained by domestic freeze-drying capacity and strict quarantine protocols on foreign meat inputs. Nevertheless, omnichannel players leverage livestream demonstrations to highlight the "whole-food" texture and convenience of rehydration, winning trials among premium customers. Kibble suppliers continue to innovate with coated probiotics and "soft-center" dual-texture pieces to defend share.

Dog contributed 56.20% of 2025 sales, but growth is moderating as ownership reaches a mature plateau. Cat is advancing at an 8.67% CAGR, supported by their suitability for compact living spaces and lower exercise demands. The Taiwan pet food market size for feline diets is further lifted by higher protein requirements and specialized taurine supplementation that command premium price points.

Veterinary registration data reveal regional differences: New Taipei City leads clinical density, improving access to therapeutic feline diets. Government deliberations on mandatory cat registration would enhance population visibility and support demand forecasting. Exotic pet diets remain minor but diversify assortments, introducing insect protein snacks and botanical blends shaped for reptiles and birds.

The Taiwan Pet Food Market Report is Segmented by Product Type (Dry Pet Food, Wet Pet Food, Veterinary Diets, Treats and Snacks, Raw and Freeze-Dried, and More), Animal Type (Dog, Cat, and More), Ingredient Type (Animal-Derived Proteins, Plant-Derived Proteins, and More), and Sales Channel (Specialized Pet Shops, Veterinary Clinics, Internet Sales, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Mars Inc. Nestle Purina PetCare Colgate-Palmolive Company (Hill's Pet Nutrition) General Mills Inc. (Blue Buffalo) J.M. Smucker Company (Nutrish) Clearlake Capital (Wellness Pet Company) Schell and Kampeter (Diamond Pet Foods) Yodafood Co. Ltd. Fromm Family Foods Farmina Pet Foods

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Rising pet ownership density in urban apartments

4.2.2 Premiumization: human-grade, functional and limited-ingredient formulas

4.2.3 Rapid shift to online and omnichannel fulfillment

4.2.4 Expansion of pet insurance boosting spend per pet

4.2.5 Growth of niche exotic-pet segment

4.2.6 Corporate ESG mandates favoring sustainable packaging

4.3 Market Restraints

4.3.1 High price elasticity amid slowing real wage growth

4.3.2 Stringent TFDA additive and labeling enforcement

4.3.3 Over-reliance on imported ingredients with currency-risk exposure

4.3.4 Capacity bottlenecks in domestic freeze-drying lines

4.4 Regulatory Landscape

4.5 Technological Outlook

4.6 Porter's Five Force Analysis

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.6.1 Bargaining Power of Suppliers
- 4.6.2 Bargaining Power of Buyers/Consumers
- 4.6.3 Threat of New Entrants
- 4.6.4 Threat of Substitute Products
- 4.6.5 Intensity of Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECAST (Value)

- 5.1 By Product Type
 - 5.1.1 Dry Pet Food (Kibble)
 - 5.1.2 Wet Pet Food
 - 5.1.3 Veterinary Diets
 - 5.1.4 Treats and Snacks
 - 5.1.5 Raw and Freeze-Dried
 - 5.1.6 Other Product Types
- 5.2 By Animal Type
 - 5.2.1 Dog
 - 5.2.2 Cat
 - 5.2.3 Bird
 - 5.2.4 Fish and Reptile
 - 5.2.5 Small Mammal
- 5.3 By Ingredient Type
 - 5.3.1 Animal-Derived Proteins
 - 5.3.2 Plant-Derived Proteins
 - 5.3.3 Cereals and Derivatives
 - 5.3.4 Novel and Insect Proteins
 - 5.3.5 Other Ingredient Types
- 5.4 By Sales Channel
 - 5.4.1 Specialized Pet Shops
 - 5.4.2 Veterinary Clinics
 - 5.4.3 Internet Sales
 - 5.4.4 Hypermarkets and Supermarkets
 - 5.4.5 Convenience Stores
 - 5.4.6 Other Channels (Department Stores, Home-delivery, etc.)

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (Includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)
 - 6.4.1 Mars Inc.
 - 6.4.2 Nestle Purina PetCare
 - 6.4.3 Colgate-Palmolive Company (Hill's Pet Nutrition)
 - 6.4.4 General Mills Inc. (Blue Buffalo)
 - 6.4.5 J.M. Smucker Company (Nutrish)
 - 6.4.6 Clearlake Capital (Wellness Pet Company)
 - 6.4.7 Schell and Kampeter (Diamond Pet Foods)

6.4.8 Yodafood Co. Ltd.

6.4.9 Fromm Family Foods

6.4.10 Farmina Pet Foods

7 MARKET OPPORTUNITES AND FUTURE OUTLOOK

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-17"/>

Signature

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com