United Kingdom 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:

United Kingdom Pet Food Market Analysis

The United Kingdom pet food market was valued at USD 8.32 billion in 2025 and estimated to grow from USD 8.72 billion in 2026 to reach USD 11.02 billion by 2031, at a CAGR of 4.79% during the forecast period (2026-2031). Rising premiumization, digital commerce adoption, and demographic shifts that favor single-person and senior households reinforce the market's resilience. Companies continue to widen functional portfolios, integrate supply chains, and invest in domestic capacity to offset post-Brexit frictions and currency swings. Sustainability scrutiny accelerates interest in alternative proteins, recycled inputs, and recyclable packaging, encouraging innovation and brand differentiation. Cost-of-living pressures do temper trading?up, yet premium categories hold ground as owners prioritize perceived health benefits for companion animals.

United Kingdom Pet Food Market Trends and Insights

Humanization of pets elevating demand for premium food

Pet owners increasingly insist on human-grade recipes, transparent sourcing, and functional benefits, lifting average unit prices across the United Kingdom pet food market. Organic, grain-free, single-protein, and locally produced lines resonate with health-minded consumers. Premium brands leverage small-batch narratives and science-backed claims to justify price premiums. Subscription models bolster retention by automating replenishment and offering tailored diet plans. Manufacturers that sustain ingredient integrity while communicating clear welfare credentials build lasting competitive moats.

Growth in single-person and senior households adopting companion animals

Single residents and retirees adopt pets for companionship, which sustains volume growth even when birth rates stagnate. These demographics embrace portion-controlled packs and auto-replenishment to minimize store trips. Seniors gravitate toward diets that support joint, weight, and cognitive health for aging pets, fueling demand for veterinarian-endorsed products. Urban single owners value convenience, prompting brands to launch easy-open cans and lightweight pouches that fit compact living spaces. The spending stability of retirees cushions premium categories during economic stress.

Cost-of-living pressure shifting buyers to economy brands

Inflation compresses disposable income, prompting households to trade down within the United Kingdom pet food market. Private-label lines gain share because supermarkets negotiate volume discounts and pass savings through. Premium players introduce value extensions or smaller packs to retain price-sensitive users. While substitution from premium to mid-tier slows revenue per kilogram, consistent pet ownership levels buffer overall volume. Treat purchases become more occasional, creating uneven demand swings across subcategories.

Other drivers and restraints analyzed in the detailed report include:

E-commerce expansion enabling direct-to-consumer brandsFunctional ingredients focusPost-Brexit regulatory divergence raising import costs

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

Segment Analysis

Food retained the largest 71.62% share of the United Kingdom pet food market size in 2025 and continues to anchor household purchasing cycles. Dry kibble dominates for convenience, price, and dental benefits, yet wet formulations gain traction among owners seeking higher palatability and moisture. Manufacturers diversify protein sources within both formats to hedge raw-material risk and respond to allergen concerns. Pet treats, while accounting for a smaller base, posts the swiftest 5.55% CAGR, fueled by training, bonding rituals, and functional snacking that blur the line between feed and supplement. Formulators embed joint, digestive, and skin support ingredients to command price premiums.

Growing demand for therapeutic and fortified solutions elevates pet nutraceuticals and supplements. Owners frequently supplement base diets with omega oils, multivitamins, and probiotic chews on veterinary advice, lifting average spending per pet. Pet veterinary diets occupy a specialized niche with high margins because prescriptions must follow clinical diagnosis. Although volume remains limited, rising incidences of obesity and chronic disease among the aging pet population underpin steady growth. The United Kingdom pet food market share for therapeutic diets is projected to widen as clinic recommendations increase and e-commerce platforms simplify refill ordering.

The United Kingdom Pet Food Market Report is Segmented by Pet Food Product (Food, Pet Nutraceuticals/Supplements, Pet Treats, Pet Veterinary Diets), Pets (Cats, Dogs, Other Pets), Distribution Channel (Convenience Stores, Online Channel, Specialty Stores, Supermarkets/Hypermarkets, Other Channels). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

List of Companies Covered in this Report:

Alltech Inc. Dechra Pharmaceuticals PLC Clearlake Capital Group, L.P. (Wellness Pet Company Inc.) Colgate-Palmolive Company (Hill's Pet Nutrition Inc.) Farmina Pet Foods General Mills Inc. Mars, Incorporated Nestle S.A.(Purina) Virbac Vafo Praha s.r.o. Spectrum Brands Holdings Inc. Pets at Home Group plc IPN Holdings Ltd. Diamond Pet Foods (Schell and Kampeter, Inc.)

Additional Benefits:

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

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8 KEY STRATEGIC QUESTIONS FOR PET FOOD CEOS

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