

# Wet Cat Food Market Size, Top Key Players, Latest Trends, Regional Insights, and Global Industry Dynamics By 2030

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EINPresswire.com/ -- The preference of cat owners to feed their pets wet cat food is a major factor driving the growth of the worldwide [wet cat food market](#). This is explained by the fact that wet cat food gives sick cats better nutrition since it stimulates their appetite. Future market trends are anticipated to be influenced by the rising tendency of pet owners spending more money on pet food.



The global market for wet cat food is anticipated to present lucrative business prospects in emerging markets like China and India. This is related to an increase in pet adoption, notably cat adoption, as well as increased public knowledge of pet health issues.

According to a new report published by Allied Market Research, Wet Cat Food Market size was valued at \$4.6 billion in 2020, and is projected to reach \$7.9 billion by 2030, registering a CAGR of 5.7% from 2021 to 2030.

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## Key Learnings

The conventional segment held the largest market share for wet cat food in 2020 and is anticipated to expand at a CAGR of 5.6% from 2020 to 2030.

In terms of market share, specialty stores dominated the market in 2020 and are projected to expand at a CAGR of 5.4%.

Asia-Pacific held the largest market share for wet cat food in 2020 and is anticipated to continue to do so throughout the forecast period for wet cat food.

## Primary Factors Influencing Growth

The global market for wet cat food is expanding as more cat owners choose to feed their cats this type of food. Wet cat food is more expensive and has a shorter shelf life than dry cat food, which limits market expansion. However, the availability of cat snacks, which are also offered in moist form, opens up new possibilities in the years to come.

The global wet cat food market is expected to offer remunerative business opportunities in the developing economies such as India and China. This is attributed to increase in adoption of pets, including cats, and rise in awareness regarding pet health and their health issues.

Key players operating in the wet cat food market have adopted key developmental strategies such as product launch to fuel demand for wet cat foods in the market. In addition, they have emphasized on continuous innovations in their products to maintain a strong foothold in the market and to boost wet cat food demand globally.

Internet sales have been presenting continuous growth over the years. The availability of info-centric health products, such as natural, organic, and nutritional foods, as per consumers' demand has gained immense popularity, owing to rapid increase in pet humanization. Asia-Pacific is one of the lucrative markets for wet cat food.

However, existing challenges such as availability of close substitutes and lack of awareness regarding wet cat food benefits are expected to hamper the growth of the wet cat food market.

The conventional segment will continue to lead during the predicted period.

According to nature, the conventional segment accounted for 94 percent of the global wet cat food market in 2020 and is anticipated to keep up its dominance for the duration of the forecast period. This is largely related to increased knowledge of health problems in companion animals, including physical and mental diseases. Additionally, the organic segment is anticipated to have the greatest CAGR of 7.4% between 2021 and 2030. This is because people are becoming more aware of the advantages of organic wet cat food.

The mass segment to maintain its lead position during the forecast period

Based on price point, the mass segment accounted for the largest share in 2020, contributing to nearly three-fifths of the global wet cat food market, and is projected to maintain its lead position during the forecast period. This is due to their affordability and easy availability in small or local pet stores. Moreover, the premium segment is expected to portray the largest CAGR of 6.1% from 2021 to 2030, owing to operating players in the industry who are now venturing into premium segment to cater on a new consumer class.

Asia-Pacific, followed by North America, to maintain its dominance by 2030

Based on region, Asia-Pacific, followed by North America, held the highest market share in terms of revenue in 2020, accounting for nearly two-fifths of the global wet cat food market. Moreover, this region is expected to witness the fastest CAGR of 7.1% from 2021 to 2030, due to rise in disposable income, improvement in standard of living, and increase in spending on health of pets in China and India. Other regions discussed in the report include North America, Europe, and LAMEA.

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Leading Market Players:-

Mars, Incorporated  
Nestlé Purina trademarks  
TiernahrungDeurer GmbH  
WellPet LLC  
Farmina Pet Foods  
Diamond Pet Foods  
Hill's Pet Nutrition  
Blue Buffalo Co., Ltd.  
J.M. Smucker Company.

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