

# Plant-Based Pet Food Market to Witness Substantial Growth, Driven by Rising Demand for Nutritious Pet Diets | FMI

*Germany's health-conscious and eco-friendly consumers are driving a 6.9% growth in the plant-based pet food market, supported by stringent quality standards.*

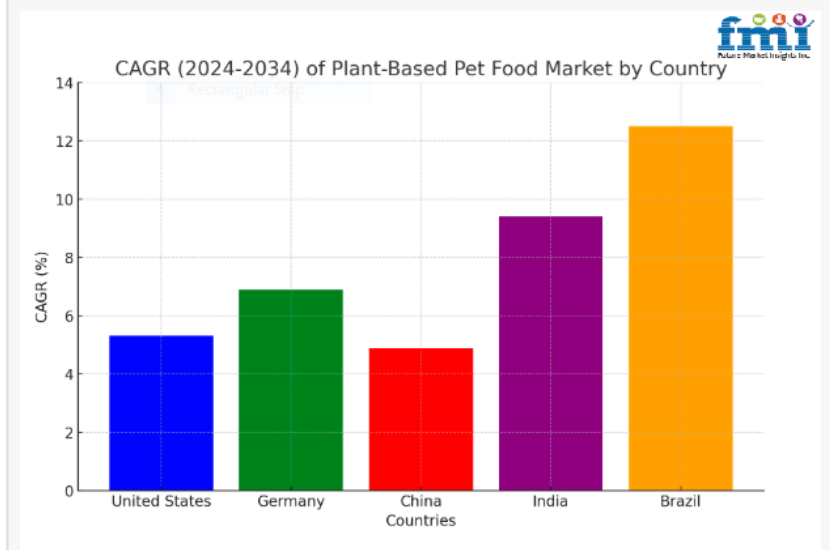
NEWARK, DE, UNITED STATES, January 24, 2025 /EINPresswire.com/ -- The global [plant-based pet food market](#) is projected to reach USD 26.9 billion by 2024, growing at a CAGR of 7.8% from 2024 to 2034. This substantial growth is driven by a combination of factors, including the rising vegan movement, the increasing trend of pet anthropomorphism, and a growing number of vegan pet owners choosing plant-based diets for their pets.

The global plant-based pet food market is poised for significant expansion, fueled by increasing consumer awareness regarding pet health, sustainability concerns, and shifting preferences toward vegan and vegetarian diets for pets. As pet owners seek high-quality, ethical, and nutritionally balanced alternatives to traditional meat-based pet food, the industry is witnessing a surge in demand, propelling market growth.

The Plant-Based Pet Food Market refers to the industry that produces and sells pet food made from plant-derived ingredients instead of traditional animal-based components. This market is



Plant-based Pet Food Market



Regional Analysis of Plant-Based Pet Food Market

driven by increasing pet owner preferences for sustainable, ethical, and health-conscious alternatives for their pets.

The plant-based pet food market is experiencing a rapid transformation as more pet owners recognize the health benefits and environmental advantages of plant-derived diets. This market encompasses products formulated with plant proteins such as lentils, peas, soy, and quinoa, providing essential nutrients while reducing the ecological footprint associated with conventional pet food production.

### Key Growth Drivers

1. Growing Pet Humanization Trends – Pet owners increasingly view their pets as family members, leading to a heightened focus on pet nutrition and well-being.
2. Rising Sustainability Awareness – The environmental impact of animal agriculture has prompted many consumers to seek eco-friendly pet food options, boosting demand for plant-based formulations.
3. Increase in Pet Allergies and Sensitivities – Many pets suffer from allergies related to animal proteins, making plant-based alternatives a viable and beneficial option.
4. Innovation in Plant-Based Ingredients – Advancements in food technology are enhancing the taste, texture, and nutritional value of plant-based pet food, ensuring optimal pet health.
5. Regulatory Support and Certifications – Growing endorsements from veterinary professionals and regulatory bodies are reinforcing consumer confidence in plant-based pet nutrition.

### Key Takeaways

- The plant-based pet food market is projected to grow at a robust CAGR 7.8% during the forecast period.
- Rising concerns about sustainability and pet health drive demand for meat-free alternatives.
- Innovation in plant-based proteins, such as lentils, peas, soy, and quinoa, is enhancing the nutritional value of pet food.
- North America and Europe dominate the market, while Asia-Pacific emerges as a promising region.
- Key industry players are investing in research and development to introduce novel formulations catering to pet dietary needs.

"Industry analysts predict that the plant-based pet food market will continue to expand as consumer preferences shift towards sustainable and health-conscious choices. As awareness about environmental sustainability and pet well-being grows, we expect plant-based pet food to become a mainstream choice for pet owners worldwide."- says Nandini Roy Choudhury, Client Partner at Future Market Insights

### Market Trends and Opportunities

- Premium and Functional Diets – Manufacturers are launching premium plant-based pet food

enriched with probiotics, omega fatty acids, and essential vitamins.

- E-commerce Expansion – The rise of online retail platforms is making plant-based pet food more accessible to a global audience.
- Strategic Collaborations and Product Innovations – Leading pet food brands are investing in research and partnerships to enhance the quality and appeal of plant-based pet diets.

Access the Full Report Market Trends and Projections Now!

<https://www.futuremarketinsights.com/reports/plant-based-pet-food-market>

## Key Players and Competitive Landscape

Technological advancements aimed at enhancing product development, coupled with the growing expenditure in emerging countries, are expected to significantly bolster the comers during the projected timeframe. This presents substantial opportunities for manufacturers in the sector, prompting them to expand their operations to capitalize on this growing demand.

Prominent companies in the plant-based pet food market include Wild Earth, V-Dog, Petaluma, The Honest Kitchen, and Halo Pets. These brands are continuously innovating and expanding their product portfolios to cater to diverse pet dietary needs.

For Instance

- PawCo Food Inc launched new plant-based food brands LuxBites, and InstaBites for dogs, in March 2024. According to the company, the new green meat is a very shelf-stable meal and a low-cost substitute to kibbles.
- In Sept. 2023 Omni, a company from the UK introduced a new vegan meat food options for dogs in the Western European market to expand its international presence.

Leading companies

- Benevo
- Wysong
- Evanger's Dog & Cat Food
- Nature's Recipe
- My Aistra
- Evolution Diet
- Cannapple
- Eco Dog And Cats
- Nature's diet
- Dr.goodpet

Pet Nutrition Industry Analysis: <https://www.futuremarketinsights.com/industry-analysis/pet-care-pet-food-pet-nutrition>

## Regional Analysis

- United States (CAGR: 5.3%) – The U.S. remains a dominant player in the plant-based pet food market, driven by high pet ownership rates, increasing consumer awareness, and a well-established pet food industry. The growing trend of pet humanization and demand for organic and sustainable pet food products are key factors contributing to market growth.
- Germany (CAGR: 6.9%) – Germany leads the European market, fueled by a strong vegan movement and regulatory support for sustainable food production. The country's emphasis on animal welfare and environmentally friendly products is boosting demand for plant-based pet food.
- China (CAGR: 4.9%) – In China, the market is expanding as urbanization and rising disposable incomes drive pet ownership. The growing trend of premium pet food, along with an increased focus on pet health, is propelling demand for plant-based alternatives.
- India (CAGR: 9.4%) – India is witnessing the fastest growth in the market, attributed to rising awareness about plant-based diets, an increasing middle-class population, and a surge in pet adoption rates. The demand for premium and functional pet food products is also accelerating market expansion.
- Brazil (CAGR: 12.5%) – Brazil stands out as the highest-growing market, supported by a rapidly expanding pet food industry and increasing consumer preference for sustainable pet nutrition. The country's evolving retail landscape and growing e-commerce sector further enhance market accessibility.

## Key Segments of Market Report

### By Product Type:

Plant-Based Pet Food industry is segmented as Kibble/Dry (Extruded, Baked, Coated), Dehydrated Food, Treats and Chews (Pastes, Creames/Cream Snacks, Crunchy Snacks, Chew Sticks, Tablets, Biscuits) Freeze-Dried Raw, Wet Food, Frozen, Powder and Freeze-Dried Food

### By Pet Type:

As per pet type, the industry has been categorized Cat (Kitten, Senior), Dog (Puppy, Adult, Senior), Birds, and Others (Rabbits, Hamsters, etc.)

### By Sales Channel:

Sales Channel further includes Store-based Retailing (Hypermarkets/Supermarkets, Convenience Stores, Mom and Pop Stores, Pet Stores, Discounters, Independent Grocery Retailers, Drugstores, Other Retail Formats) and Online Retailers

### By Region:

Industry analysis has been carried out in key countries of North America, Latin America, Europe,

East Asia, South Asia, Oceania and Middle East & Africa

Authored by: □

Roy Choudhury (Client Partner for Food & Beverages at Future Market Insights, Inc.) has 7+ years of management consulting experience. She advises industry leaders and explores off-the-eye opportunities and challenges. She puts processes and operating models in place to support their business objectives.□□□

She has exceptional analytical skills and often brings thought leadership to the table.□□

Nandini has vast functional expertise in key niches, including but not limited to food ingredients, nutrition & health solutions, animal nutrition, and marine nutrients. She is also well-versed in the pharmaceuticals, biotechnology, retail, and chemical sectors, where she advises market participants to develop methodologies and strategies that deliver results.□ core expertise lies in corporate growth strategy, sales and marketing effectiveness, acquisitions and post-merger integration and cost reduction. Nandini has an MBA in Finance from MIT School of Business. She also holds a Bachelor's Degree in Electrical Engineering from Nagpur University, India.□□

Nandini has authored several publications, and quoted in journals including Beverage Industry, Bloomberg, and Wine Industry Advisor.□

Explore FMI's related ongoing Coverage in □ Food and Beverage Domain:

The global [pet food ingredients industry](#) is estimated to be worth USD 44,267.8 million by 2024. It is projected to reach USD 71,423.8 million by 2034, reflecting a CAGR of 4.9% over the assessment period 2024 to 2034.

The [pet food processing market](#) is expected to be valued at USD 6,684.4 million in 2024. In 2023, the value of the market was USD 6,348.0 million. The market is projected to expand at a CAGR of 4.0% from 2024 to 2034. The pet food processing market is slated to jump to USD 9,112.7 million by 2034.

About Future Market Insights (FMI)

Future Market Insights, Inc. (ESOMAR certified, recipient of the Stevie Award, and a member of the Greater New York Chamber of Commerce) offers profound insights into the driving factors that are boosting demand in the market. FMI stands as the leading global provider of market intelligence, advisory services, consulting, and events for the Packaging, Food and Beverage, Consumer Technology, Healthcare, Industrial, and Chemicals markets. With a vast team of over 400 analysts worldwide, FMI provides global, regional, and local expertise on diverse domains and industry trends across more than 110 countries.

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