

# United States Dog Treats, Chews, & Toppers Market to Grow Strongly Driven by Pet Health, Nutrition, and Premium Trends

*Rising pet health awareness and premium product demand are fueling rapid expansion in the United States Dog Treats, Chews, & Toppers Market.*

NEWARK, DE, UNITED STATES, May 8, 2025 /EINPresswire.com/ -- The [United States dog treats, chews, and toppers market](#) is poised for significant growth,

with the market value projected to reach USD 7.9 billion in 2025 and further expand at a compound annual growth rate (CAGR) of 7.3% between

2025 and 2035. According to new industry insights, the market is forecasted to nearly double in size, reaching a staggering USD 15.9 billion by 2035, driven by evolving pet ownership trends, rising humanization of pets, and increasing focus on functional pet nutrition.



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## Rising Demand for Natural and Functional Dog Treats Boosts Market Momentum

The demand for natural dog treats, grain-free dog chews, and functional dog food toppers has been on a steady rise as pet parents prioritize holistic wellness for their canine companions. Consumers are increasingly scrutinizing product labels and opting for treats that promote joint health, dental hygiene, skin and coat health, and digestive well-being. This trend has created ample opportunities for innovation in high-protein dog treats, single-ingredient chews, and nutritionally fortified dog toppers.

## Premium Dog Treat Products Fuel Market Expansion

The market's premium segment—featuring organic dog chews, air-dried meat treats, and customized pet food toppers—is contributing substantially to overall growth. American pet

owners are willing to invest in superior quality treats that align with their dogs' specific dietary needs and preferences. With the surge in disposable income and a growing focus on pet well-being, premiumization remains a key driver for manufacturers and brands targeting value-added offerings.

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### E-Commerce and Direct-to-Consumer Sales Channel Gains Traction

The growing popularity of online dog treat delivery services and subscription-based pet snack boxes is transforming the way pet products are purchased. E-commerce platforms are expected to account for a significant share of the U.S. dog treat market, owing to the convenience of home delivery, availability of niche products, and increased access to consumer reviews. Direct-to-consumer pet brands are capitalizing on digital marketing strategies to build brand loyalty and reach discerning pet parents across the country.

### Innovation in Pet Food Toppers Enhances Mealtime Appeal

Dog food toppers—ranging from freeze-dried raw meal enhancers to bone broth-based pour-over sauces—are emerging as popular additions to kibble, enhancing flavor, nutrition, and palatability. These products not only cater to picky eaters but also serve as nutritional supplements. As pet owners become more knowledgeable about canine dietary needs, the demand for functional dog food toppers for joint support, gut health, and immunity is projected to surge significantly over the next decade.

### Key Players

- General Mills Inc.
- Merrick Pet Care Inc.
- Zuke's LLC, Wellness Pet Company
- Mars Inc.
- Plato Pet Treats
- The Honest Kitchen
- Canidae Pet Food
- Primal Pet Group
- Redbarn Pet Products LLC
- Natural Balance Pet Foods

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## Key Segmentation

### By Product Type:

The segmentation is into freeze-dried treats, training treats, dental chews, jerky treats, biscuits & cookies, and others.

### By Ingredient Type:

The segmentation is into plant-based and animal-based ingredients.

### By Packaging Type:

The segmentation is into pouches, bags, cans, and bottles & jars.

### By Packaging Size:

The segmentation is into 0 to 10 units, 10 to 20 units, and above 20 units.

### By Life Stage:

The segmentation is into life stages, including puppies and adult dogs.

### By Sales Channel:

The segmentation is into pet specialty stores, drug stores, modern trade (hypermarkets/supermarkets), online retailers, convenience stores, and other sales channels.

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Join us as we commemorate 10 years of delivering trusted market insights. Reflecting on a decade of achievements, we continue to lead with integrity, innovation, and expertise.

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