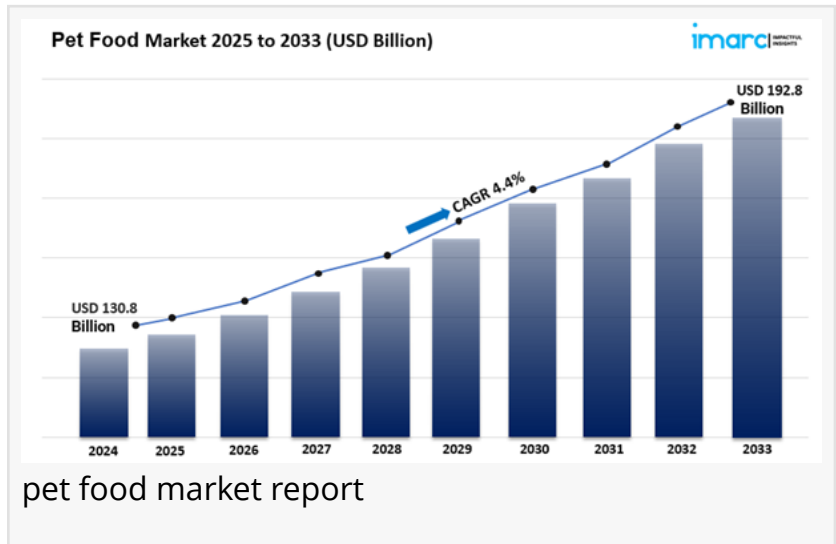


Pet Food Market Report 2025 Edition: Industry Size, Share, Growth and Competitor Analysis

The report also includes competitor and regional analysis and highlights the latest advancements in the market.

BROOKLYN, NY, UNITED STATES, July 9, 2025 /EINPresswire.com/ -- IMARC Group, a leading market research company, has recently released a report titled "Pet Food Market Size, Share, Trends and Forecast by Pet Type, Product Type, Pricing Type, Ingredient Type, Distribution Channel, and Region, 2025-2033". The study

provides a detailed analysis of the industry, including the global [pet food market analysis](#), growth, size, and industry trends forecast. The report also includes competitor and regional analysis and highlights the latest advancements in the market.



The global pet food market size was valued at USD 130.8 Billion in 2024. Looking forward, IMARC Group estimates the market to reach USD 192.8 Billion by 2033, exhibiting a CAGR of 4.4% from 2025-2033. North America currently dominates the pet food market share holding over 42.5 % in 2024. The market is primarily driven by the increasing adoption of specialized diets, technological advancements to improve product quality, increased distribution networks, growing consumer concern about sustainability, increasing disposable income, changing lifestyles with an emphasis on pet care, and increased awareness of the need for pet diet-related to specific health issues.

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Our report includes:

- Market Dynamics
- Market Trends And Market Outlook
- Competitive Analysis

- Industry Segmentation
- Strategic Recommendations

The Future of the Pet Food Market

The pet food market is undergoing a profound transformation, fueled by shifting consumer values, technological innovation, and growing attention to pet health and wellness. The continued humanization of pets is driving demand for premium, specialized, and highly nutritious food options that reflect the same care and quality pet owners expect for themselves. By 2025, health-conscious consumers will increasingly seek functional pet foods tailored to specific dietary needs, life stages, and health conditions, signaling a shift from basic nutrition to holistic wellness.

E-commerce will emerge as the dominant sales channel, redefining how consumers access and purchase pet food. With convenience, variety, and personalization as key motivators, digital platforms will become central to brand engagement and product discovery. At the same time, brands will need to embrace digital-first marketing strategies to reach an increasingly tech-savvy audience.

Sustainability will also play a critical role in shaping purchasing decisions. Consumers will prioritize pet foods made with responsibly sourced ingredients and environmentally friendly packaging. This shift will push brands to innovate not just in product formulation, but also in transparency and ethical practices.

Overall, the pet food market is poised for sustained growth, driven by evolving consumer expectations, health-driven purchasing behavior, and the digital transformation of retail. These trends will open new opportunities for product innovation, global expansion, and deeper engagement between brands and pet owners.

Market Dynamics of the Pet Food Market

- Humanization of Pets Driving Premiumization

The growing emotional bond between people and their pets is reshaping the pet food landscape. As pets are increasingly considered members of the family, owners are seeking food options that match their own preferences for health, quality, and sustainability. This has led to a surge in demand for premium, organic, and human-grade pet food products that emphasize natural, clean-label ingredients.

By 2025, this trend will gain even more momentum, with consumers gravitating toward brands that demonstrate transparency in sourcing and production. Products offering breed-specific, grain-free, or raw food options are becoming more mainstream, reflecting a shift toward customized nutrition. As a result, companies that deliver tailored, high-quality solutions backed

by nutritional science will secure stronger customer loyalty and market share.

- Rising Focus on Pet Health and Functional Nutrition

Health and wellness are becoming major decision-making factors for pet owners, mirroring trends in the human food sector. With increasing awareness of pet obesity, food sensitivities, and chronic health conditions, consumers are proactively choosing foods that support long-term health. By 2025, functional pet food products targeting digestion, joint health, skin conditions, immunity, and even anxiety will become standard offerings in the market.

The inclusion of superfoods, probiotics, omega-3s, and adaptogens in pet food formulas reflects a growing interest in nutraceutical benefits. Veterinary guidance is also playing a larger role in shaping consumer choices, as owners seek expert-backed recommendations for managing pet health through diet. This trend is driving innovation and diversification in product offerings, pushing brands to create more advanced, health-focused solutions.

- E-commerce Expansion and Digital Integration

Digital transformation is reshaping the pet food market, with e-commerce emerging as a powerful driver of growth. By 2025, online channels are expected to capture a significant share of pet food sales, driven by the convenience of home delivery, access to a wider range of products, and subscription-based models that automate reordering.

The rise of digital platforms has also enabled personalized shopping experiences. Data-driven marketing, AI-powered recommendations, and interactive content are helping brands engage more deeply with consumers. In response, pet food companies are investing heavily in optimizing their digital presence, streamlining supply chains for faster delivery, and enhancing customer service through online channels.

This shift not only transforms how products are sold but also how they're marketed, making digital agility a key competitive advantage in the years ahead.

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Pet Food Market Report Segmentation:

By Pet Type:

- Dog Food
- Cat Food
- Others

Dog food represents the largest segment since dog owners generally spend more on their pets

and seek a wider variety of specialized food products.

By Pricing Type:

- Mass Products
- Premium Products

Mass products account for the majority of the market share because they offer affordability and accessibility, appealing to a broader consumer base.

By Product Type:

- Dry Pet Food
- Wet and Canned Pet Food
- Snacks and Treats

Dry pet food dominates the market as it is convenient, has a longer shelf life, and is cost-effective for pet owners.

By Ingredient Type:

- Animal Derived
- Plant Derived

Animal-derived stores represent the largest market segment due to their high protein content and nutritional benefits.

By Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Online Stores
- Others

Supermarkets and hypermarkets dominate the market as they provide a wide range of products, attracting various pet owners.

Regional Insights:

- North America
- Europe
- Asia Pacific
- Latin America

- Middle East and Africa

North America leads the market with its high pet ownership rates and significant disposable income driving substantial spending on pet food.

Competitive Landscape with Key Players:

The competitive landscape of the pet food market size has been studied in the report with the detailed profiles of the key players operating in the market.

Some of These Key Players Include:

- Mars Petcare Inc.
- Nestlé Purina Pet Care (Nestlé SA)
- Hill's Pet Nutrition
- The J.M. Smucker Company

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Key Highlights of the Report:

- Market Performance (2019-2024)
- Market Outlook (2025-2033)
- Market Trends
- Market Drivers and Success Factors
- Impact of COVID-19
- Value Chain Analysis

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing

methods are at the top of the company's expertise.

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