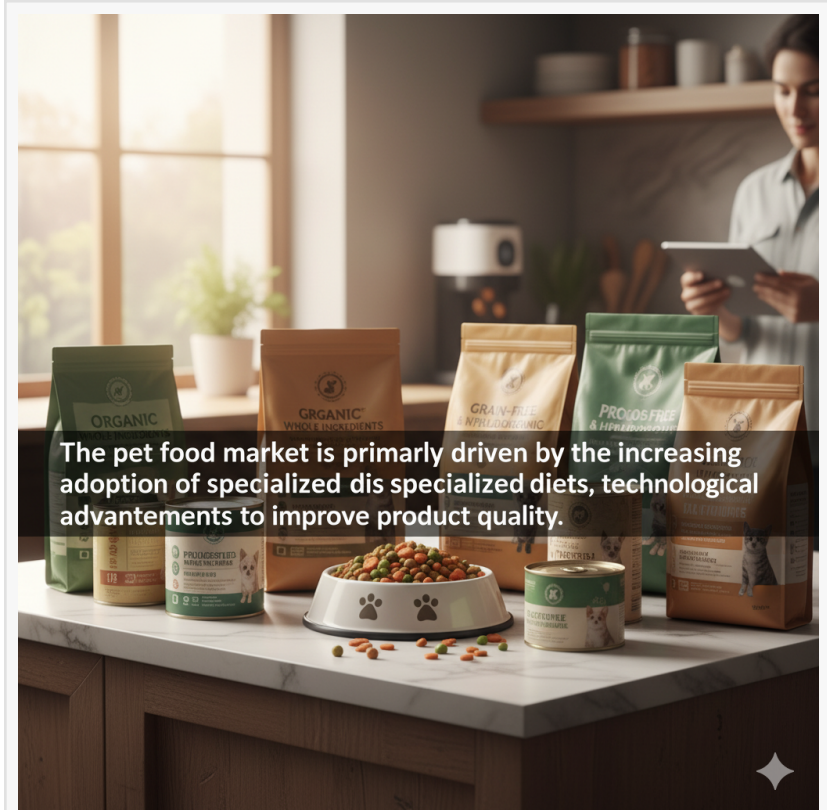


Pet Food Market Size by Country, Share by Brand, Industry Growth 2025-2033

The pet food market is primarily driven by the increasing adoption of specialized diets, technological advancements to improve product quality.

BROOKLYN, NY, UNITED STATES, October 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 Finance Type, Offering, Service Provider, End-User, and Region, 2025-2033". The study provides a detailed analysis of the industry, including the [pet food market share by brand](#), growth, size, and industry growth forecast. The report also includes competitor and regional analysis and highlights the latest advancements in the market.



How are Specialized Diets and Technology Innovations Shaping the Pet Food Market?

Report Highlights:

How Big Is the global pet food 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.

Rising Pet Ownership and Humanization of Pets

A worldwide pet ownership explosion that follows the humanization trend has a big impact on

the pet food market. When people start to look at animals as family, they are more likely to provide high-quality, nutritious, and personalized foods. In 2025, pet owners are projected to keep on looking for products that will improve the health, life, and wellness of their pets. This trend extends to foods fortified with vitamins, minerals, and functional ingredients to keep digestion, immunity, and skin's health in check. Besides, urbanization and rising disposable income are also factors that have pushed consumers to spend more on good quality and branded pet foods. In addition, the concern with pet nutrition that has been fueled by social media and the recommendations made by veterinarians is one more driver of the demand for specialized diets such as grain-free, organic, and high-protein formulations. The bond that is emotional and also health-focused between the pet owners and the pets, to which the market size keeps responding, is there not only in the developed but also in the emerging economies.

Expansion of E-commerce and Digital Distribution Channels

In the pet food market, online retail has revolutionized the scenario and has become greatly popular among customers as it offers convenience, a large range of choices, and access to international brands. Owners of pets are shifting more and more their purchases to e-commerce stores where they get ease of making regular purchases, order subscription, and even product recommendations. The digital radicalization of sales channels is still a key driver for enhancing product visibility and brand loyalty. Along with the nutritional data given, consumers are also offered the necessary support for purchasing choices-comments of other buyers for example. Plus companies manufacturing pet food are using digital marketing, collaborating with influencers, and utilizing data analytics for the customer experience to become more personalized and for tracing buying habits. Young pet owners who are technologically-savvy always tend to shop online and this is why for them the move to online shopping is really convenient in the sense that there is home delivery and payment methods without contact. The application of omnichannel concept-blending online and in-store strategies for particular easy access and better customer service-deepens commitment to the trend of steady market development.

Innovation in Pet Nutrition and Sustainable Ingredients

The issue of nutrition in pets and the use of ecological materials to make pet foods are becoming necessary to the overall concept of the market. Pet food manufacturers have poured funds into research and development to create specific formulas that are health sensitive and fit dietary needs. The consumer base that is becoming more and more aware of the environment-related issues and correct sourcing of ingredients is the reason behind plant proteins, insect-based foods, and lab-grown meat substitutes being adopted as standard in the near future. These highly innovative products are also helping by lowering the carbon footprint of pet food production. Health-related additives that support gut health, ease mobility issues, and provide cognitive stimulation are also on the rise in the market. In addition, for those who are very conscious about their health and that of their pets, the practice of judging companies' transparency and even traceability of the ingredients used in the product has now become a

must-have feature. The ones that care for the environment, have clean labeling, and are scientifically proven will emerge in the pet food sector as the front runners of the future.

Pet Food Market Trends 2025

The availability of pets' food market alternative is experiencing a dynamic growth scheme that is driven by product innovations focusing on health and consumers' preferences that keep changing. In 2025, one of the biggest phenomena that occur is pet owners who have increasingly leaned towards natural, organic, and grain-free pet foods, such that they have escalated the demand for these products. Consumer inclinations to the use of customized and age-specific diets are not only high now but in future as well and some of the companies are even providing such complete nutritional plans that are based on breed, size, and activity level. The eco-friendly packaging and production using nature-like processes are becoming more and more the distinguishers in an intensely competitive market. The use of technology in this sector, for instance, the use of smart feeders and mobile apps for meal tracking, is also contributing to the growth of pet care methods, thus making buyers' choices influenced. The trend of premiumization still holds steady, of which the consumers that are exposed to the advantages of the foods that contain health benefits and are done in a transparent way in terms of sourcing, are willing to pay more for. Collectively, these progressive changes in lifestyle are putting the global pet food market on a path to an innovative, eco-friendly, and quality-assured future.

Get your Sample of Pet Food Market Insights for Free: <https://www.imarcgroup.com/pet-food-market/requestsampl>

Market Segmentation:

Segmentation by Pet Type:

- Dog Food
- Cat Food
- Others

Segmentation by Product Type:

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

Segmentation by Pricing Type:

- Mass Products
- Premium Products

Segmentation by Ingredient Type:

- Animal Derived
- Plant Derived

Segmentation by Distribution Channel:

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

Regional Analysis:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

Who are the key players operating in the industry?

The report covers the major market players, including:

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

About Us:

IMARC Group is a global management consulting firm that helps the world's most ambitious changemakers to create a lasting impact. The company provides a comprehensive suite of market entry and expansion services.

IMARC offerings include thorough market assessment, feasibility studies, company incorporation assistance, factory setup support, regulatory approvals and licensing navigation, branding, marketing and sales strategies, competitive landscape and benchmarking analyses, pricing and cost research, and procurement research.

Contact US:

IMARC Group

134 N 4th St., Brooklyn, NY 11249, USA

Email: sales@imarcgroup.com

Tel No:(D) +91 120 433 0800

United States: +1-201971-6302

Elena Anderson

IMARC Services Private Limited

+1 631-791-1145

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/856663902>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.