

Air-dried Chicken Dog Food - Top Global Industry Trends in 2026

The air-dried chicken dog food market is growing rapidly, driven by premium, high-protein, minimally processed canine nutrition trends globally.

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EINPresswire.com/ -- The global [air-dried chicken dog food market](#) is witnessing remarkable growth as pet owners increasingly prioritize

premium, high-protein, and minimally processed nutrition for their dogs. The market is projected to expand significantly over the next decade, driven by rising consumer awareness about canine health and wellness, pet humanization trends, and the growing preference for convenient, nutrient-dense diets.

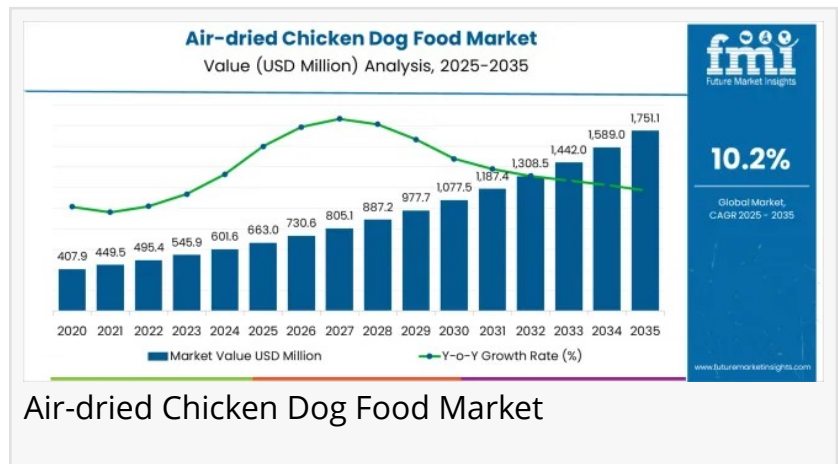
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Forecasts indicate that the air-dried chicken dog food market will grow from USD 663.0 million in 2025 to USD 1,751.1 million by 2035, reflecting a robust CAGR of 10.2%. The market's upward trajectory is largely fueled by the superior nutritional retention, longer shelf life, and convenience offered by air-dried products compared with traditional wet or dry pet foods. North America, Europe, and Asia Pacific are emerging as key growth regions, where premiumization of pet diets is gaining momentum.

Short-term Market Dynamics

Between 2025 and 2028, the market is expected to rise from USD 663.0 million to USD 887.2 million, with annual increments of USD 67–82 million. This growth is supported by:

- Increased adoption of grain-free, protein-rich formulations.
- Expansion of e-commerce platforms and specialty pet stores.
- Consumer shifts towards healthier alternatives following low-quality pet food recalls.



Mid-term Growth Acceleration

From 2029 to 2032, demand intensifies, with the market reaching USD 1,308.5 million. Annual growth exceeds USD 100 million during this phase, driven by innovations in packaging, private-label product entries, and heightened awareness of digestive health benefits in dogs. Challenges such as rising raw material costs and supply chain constraints may impact margins but do not slow overall growth.

Long-term Expansion

Between 2032 and 2035, the market is set to climb to USD 1,751.1 million, reflecting annual increments of over USD 130 million. Mainstream adoption, geographic expansion into emerging pet care markets, and increased regulatory transparency around pet food labeling further reinforce premium demand. While regulatory scrutiny and poultry price volatility remain potential challenges, sustained innovation and pet humanization trends continue to propel the market forward.

Market Drivers and Trends

- Premium Pet Nutrition: Rising consumer preference for high-quality, minimally processed protein sources.
- Advanced Processing Technologies: Adoption of air-drying methods that preserve nutrients and reduce artificial preservatives.
- Veterinary Endorsements: Growing influence of pet health guidelines and clinical recommendations for specialized diets.
- E-commerce & Retail Expansion: Wider availability through specialty stores and online platforms driving home use adoption.

Segmental Insights

The market is categorized by formulation, application, and region:

- Formulation: With Grains (62.1% market share in 2025) remains dominant due to balanced nutrition and cost-effectiveness.
- Application: Home Use leads at 58.3%, driven by the rise in pet ownership and preference for tailored canine diets.

Regional Outlook

- China: Leading growth at 13.8% CAGR, propelled by expanding pet ownership, domestic manufacturing, and policy support.
- India: CAGR of 12.8%, supported by increasing premium pet nutrition awareness and

urbanization trends.

- Germany: 11.7% CAGR, leveraging advanced manufacturing and research-driven nutrition protocols.
- Brazil: 10.7% CAGR, driven by pet industry expansion and improved manufacturing accessibility.
- USA: 9.7% CAGR, with established regulatory frameworks and innovation-focused manufacturing.
- UK: 8.7% CAGR, benefiting from evidence-based nutrition guidelines and premium processing standards.
- Japan: 7.7% CAGR, supported by precision manufacturing infrastructure and high-quality protein adoption.

Europe's market is projected to grow from USD 142.0 million in 2025 to USD 375.6 million by 2035, with Germany, the UK, France, and Italy leading growth due to premiumization and advanced manufacturing.

Competitive Landscape

The market is highly competitive, featuring established players and emerging specialty nutrition companies focusing on high-quality protein offerings, processing innovations, and supply chain reliability. Key market participants include:

- ZIWI
- ZEAL / China Pet Foods
- Gambol Pet Group
- Open Farm
- Carna4
- The New Zealand Natural Pet Food
- Sundays for Dogs
- The Real Meat Company
- Redbarn
- Only Natural Pet
- Earth Animal
- A Pup Above

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Stakeholder Contribution Framework

Market growth is supported by a collaborative approach involving manufacturers, veterinarians, retailers, regulators, ingredient suppliers, and investors. Key strategies include:

- Advanced air-drying technology and ecofriendly processing methods.
- Supply chain integration and quality assurance programs.
- Evidence-based veterinary guidance and consumer education campaigns.
- Premium retail positioning and digital engagement strategies.
- Investment in infrastructure, market expansion, and innovation.

The air-dried chicken dog food market's 10.2% CAGR demonstrates strong growth potential, driven by premiumization, innovation, and increasing awareness of canine nutritional needs. Coordinated stakeholder efforts remain critical to maintain quality, ensure supply chain consistency, and educate consumers on the benefits of air-dried nutrition.

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