# Table of Contents

1. **Highlights**

2. **Market Overview**
   - **Market Size**
     - Dog Food Dominates Pet Food Sales
     - Dry Pet Food Tops in Sales
     - Households Spend the Most on Dry Food, Dog Food
     - Most Pet Owners Spend Under $50 Per Month on Pet Food
     - Sales by Channel: E-Commerce Takes the Lead
   - **Impact of COVID-19**
     - Pet Food Sector Best-Positioned to Weather Pandemic
     - Uptick in Pet Adoption & Online Shopping
     - Trading Down to Lower-Cost Products
     - Supply Chain Disruptions
     - Future Uncertain – But Reasons for Optimism
   - **Factors to Market Growth**
     - The Coronavirus Crisis
     - Omnimarket Era Is Here to Stay
     - Coronavirus Impact On Shopping Behavior
     - FDA Encourages Pet Owners to Protect Their Pets
     - The Financial Impact of the Coronavirus
     - Pet Food Spending Not (Yet) Threatened
     - Pet Owners Use Internet Beyond Product Purchasing
     - Major Trends in Pet Food Continue Despite Coronavirus
     - Pet Adoptions, Population Driving Pet Food Growth
     - DCM/Grain-Free Pet Food Situation Remains Unresolved
     - Non-Affluent Households Once Again Threatened by Price Pressures
   - **Retail Channel Trends**
     - Mass Premiumization at Expense of Pet Specialty
     - Private-Label Gains
     - Channel Shifts Rampant Due to Coronavirus
     - Walmart Most Popular Retailer for Pet Food Purchases
   - **New Product & Marketing Trends**
     - Product Introductions Impacted by COVID-19
     - Industry Shaken by Possible DCM Link
     - Natural Positioning Takes Backseat to Other Product Claims
     - Demand Rises for Fresh Pet Food
     - Trendy & Sustainable Ingredients & Recipes
     - Market-Wide Pet Food Trends
     - A Swing Back to Science-Based & Veterinary Diets?
     - Spotlight on Product Safety
<table>
<thead>
<tr>
<th>Table of Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Meal Enhancements &amp; Toppers</td>
<td>17</td>
</tr>
<tr>
<td>Pet Food Usage Patterns</td>
<td>18</td>
</tr>
<tr>
<td>Pet Owner Preferences by Pet Food Type</td>
<td>18</td>
</tr>
<tr>
<td>Regular/Adult Food Most Popular</td>
<td>18</td>
</tr>
<tr>
<td>Skin/Coat, Indoor Pet Most Popular Functional Foods</td>
<td>18</td>
</tr>
<tr>
<td>Meat-First Leads in Ingredient-Based Formulations</td>
<td>18</td>
</tr>
<tr>
<td>Ingredient Sourcing Another Compelling Marketing Claim</td>
<td>18</td>
</tr>
<tr>
<td>Human Food Supplementation Common Among Pet Owners</td>
<td>18</td>
</tr>
<tr>
<td>When Pet Owners Change Foods</td>
<td>18</td>
</tr>
<tr>
<td>Veterinarians Influence Change in Pet Foods</td>
<td>19</td>
</tr>
<tr>
<td>Pet Owners Most Likely to Switch to Regular/Adult Food</td>
<td>19</td>
</tr>
<tr>
<td>Skin/Coat, Indoor Pet Most Switched-To Foods</td>
<td>19</td>
</tr>
<tr>
<td>More Pet Owners Switch to Meat-First, Grain-Free Foods</td>
<td>19</td>
</tr>
<tr>
<td>Fewer Pet Owners Switching to Made in the USA</td>
<td>19</td>
</tr>
<tr>
<td>Opportunities</td>
<td>20</td>
</tr>
<tr>
<td>New Pet Ownership</td>
<td>20</td>
</tr>
<tr>
<td>E-Commerce</td>
<td>21</td>
</tr>
<tr>
<td>Private Label</td>
<td>21</td>
</tr>
<tr>
<td>Customized Health &amp; Wellness</td>
<td>21</td>
</tr>
<tr>
<td>Sourcing as “The Next Natural”</td>
<td>22</td>
</tr>
<tr>
<td>Grain-Inclusive &amp; Limited Ingredient Recipes</td>
<td>22</td>
</tr>
<tr>
<td>Rethinking Superpremium Pet Food</td>
<td>23</td>
</tr>
<tr>
<td>Science-Based &amp; Veterinary Diets</td>
<td>23</td>
</tr>
<tr>
<td>Focus on Felines</td>
<td>23</td>
</tr>
<tr>
<td>Opportunistic Acquisitions</td>
<td>24</td>
</tr>
<tr>
<td>3. Industry Structure</td>
<td>25</td>
</tr>
<tr>
<td>Competitive Trends</td>
<td>25</td>
</tr>
<tr>
<td>A Highly Consolidated Market</td>
<td>25</td>
</tr>
<tr>
<td>Pet Food Leaders Covering All Pet Industry Bases</td>
<td>25</td>
</tr>
<tr>
<td>Freshpet Dominates Refrigerated Dog Food Category</td>
<td>25</td>
</tr>
<tr>
<td>Nestlé Purina’s Hold on Cat Food</td>
<td>26</td>
</tr>
<tr>
<td>Recent Mergers, Acquisitions, Investments, &amp; Expansions</td>
<td>26</td>
</tr>
<tr>
<td>Subscription-Based Products &amp; Services</td>
<td>26</td>
</tr>
<tr>
<td>Inspiring Trust</td>
<td>27</td>
</tr>
<tr>
<td>Coronavirus-Inspired Giving</td>
<td>27</td>
</tr>
<tr>
<td>Brands Turn to Television, Social Media</td>
<td>27</td>
</tr>
<tr>
<td>4. About This Report</td>
<td>28</td>
</tr>
<tr>
<td>Scope</td>
<td>28</td>
</tr>
<tr>
<td>Sources</td>
<td>29</td>
</tr>
<tr>
<td>Industry Codes</td>
<td>29</td>
</tr>
<tr>
<td>Resources</td>
<td>30</td>
</tr>
</tbody>
</table>
List of Tables & Figures

Figure 1 | Key Trends in the US Pet Food Market, 2019 – 2024 4
Figure 2 | US Pet Food Retail Sales by Type, 2015 – 2024 (US$ bil) 5
Table 1 | US Pet Food Retail Sales by Type, 2015 – 2024 (US$ bil) 5
Figure 3 | US Pet Food Retail Sales by Type, 2015 – 2024 (%) 6
Table 2 | US Share of Retail Sales of Pet Food by Form & Animal Type, 2019 7
Table 3 | Annual US Expenditures on Pet Food by Product Form, 2019 8
Table 4 | Annual US Expenditures on Pet Food by Animal Type, 2019 8
Table 5 | Projected Shifts in Retail Channel Shares of US Pet Food Sales, 2019 – 2024 (% change) 9
Table 6 | Selected Suppliers to the US Pet Food Market 25
Table 7 | NAICS & SIC Codes Related to Pet Food 29
About This Report

Scope

This report forecasts US pet food retail sales in nominal US dollars for 2020-2024. To illustrate historical trends, total retail sales and the various segments are provided in annual series from 2015 to 2019. Total retail sales are segmented by type in terms of dog food and cat food.

Both the dog and cat food segments are subdivided for 2019 into: dry, wet (aka “Canned”), frozen/refrigerated, and semi-moist.

This report analyzes the retail market for pet food in the US. The full retail spectrum is quantified, including mass-market outlets, pet specialty stores (chains and independents), and other channels including the internet. This report also examines meal toppers and other pet food add-ins to provide market perspective and track overall trends in pet food.


Though discussed in context of the market as a whole, pet food sold through the veterinary channel and non-medical petcare service providers is excluded from the market sizing estimates, and rather included in the market sizing for those channels as presented in Packaged Facts’ annual U.S. Pet Market Outlook reports.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the Table of Contents.
About This Report

Sources

*Pet Food: United States* (FF10029) is based on *Pet Food in the U.S.*, a comprehensive industry study published by Packaged Facts. The information contained in that report was obtained from primary and secondary research. Primary research included national online consumer polls of US adult pet owners (age 18+) conducted on an ongoing basis by Packaged Facts, to measure purchasing patterns and attitudes regarding pet products and services. With sample sizes of approximately 1,000 pet owners, these surveys are based on national online research panels that are census representative on the primary demographic measures of age, gender, geographic region, race/ethnicity, and household income. The main surveys used in the report were conducted between February 2020 and May 2020.

Primary research also included interviews with pet market experts; participation in pet industry events including the American Pet Products Association’s Global Pet Expos (2004-2020) and Petfood Industry/Watt Publishing’s Petfood Forums (2004-2019); on-site examination of retail and service provider venues; and internet canvassing, including blogs.

Secondary research included information- and data-gathering from consumer business and trade publications, company profiles in trade and consumer publications, and information culled from Packaged Facts’ extensive pet market research database and report collection.

Estimates of market size and company performance are based on reported revenues of pet product manufacturers, retailers, and pet services providers; background sales data from sources such as IRI and Nielsen; surveys of independent and chain pet store retailers; government data including US Bureau of Labor Statistics Consumer Expenditure Surveys; and figures from other market research sources.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

<table>
<thead>
<tr>
<th>NAICS/SCIAN 2017 North American Industry Classification System</th>
<th>SIC Standard Industrial Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>311111 Dog and Cat Food Mfg</td>
<td>2047 Dog and Cat Food</td>
</tr>
<tr>
<td>424490 Other Grocery and Related Products Merchant Wholesalers</td>
<td>5149 Groceries and Related Products, NEC</td>
</tr>
<tr>
<td>453910 Pet and Pet Supplies Stores</td>
<td>5199 Nondurable Goods, NEC</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.
Resources

Packaged Facts

Pet Food in the U.S.
Pet Industry Outlook: Veterinary Services and Pet Product Retailing
Pet Litter, Clean-Up, and Odor Control: U.S. Market Trends and Opportunities
Pet Medications in the U.S.
Pet Population and Ownership Trends in the U.S: Dogs, Cats, and Other Pets
Pet Supplements in the U.S.
Veterinary Services in the U.S.: Competing for the Pet Care Customer

The Freedonia Group

Freedonia Industry Studies

Cannabis Growing Market
Converted Flexible Packaging
Food Safety Products in the US
Global E-Commerce
Global E-Commerce Packaging
Global Food Processing Machinery
Global Housing
Retail-Ready Packaging

Freedonia Focus Reports

Cannabis Production: United States
Demographics: United States
Durable Petcare Products: United States
E-Commerce: United States
Pet Clean-Up & Odor-Control Products: United States
Pet Insurance: United States
Pet Medications: United States
Pet Oral Care: United States
Pet Products & Services: United States
Pet Supplements: United States
Pet Treats & Chews: United States

Freedonia Custom Research

Trade Publications

Pet Age
Pet Business
About This Report

Petfood Industry
Pet Product News International
Veterinary Practice News

Agencies & Associations
American Kennel Club
American Pet Products Association
American Veterinary Medical Association
Association of American Feed Control Officials
Association for Pet Obesity Prevention
Private Label Manufacturers Association
United States Census Bureau
United States Department of Agriculture
United States Food and Drug Administration
World Pet Association