



Euromonitor
International

Other Pet Food in the US

June 2026

Table of Contents

Other Pet Food in the US - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Other Pet Food

INDUSTRY PERFORMANCE

Economic Challenges and Consumer Shifts Create Volume Moderation Amid Premium Growth

Bird Food Dominates Volumes, While Fish Food Shows Steady Growth

Laroy Group'S Cédé Multifunctional Egg Food Line Enhances Bird Nutrition and Market Appeal

Chart 2 - CéDé Elevates Bird Nutrition with Multifunctional Line

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Price-Driven Growth Expected to Continue to Contrast with Volume Decline

Chart 6 - Analyst Insight for Other Pet Food

Bird Food to Retain Volume Leadership While Fish Food Will Lead Value Growth

Premium Fresh Diets and Economic Pressures to Reshape Product Innovation and Channels

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Changing Shares and Positions at the Top, and Rising Private Label Competition

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads Distribution, and Sales and Share Growth Continues

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Multifunctionality and Premiumisation Important in Product Innovation

A Focus on Health and Nutritional Efficiency

Chart 12 - Mazuri Introduces Premium Koi Pond Nuggets for Enhanced Pond Fish Nutrition

Business Dynamics Shaped by Move to Premium Products

ECONOMIC CONTEXT

Chart 13 - Economic Context for Other Pet Food

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Other Pet Food

Chart 17 - Population 2021-2031

Chart 18 - Consumer Expenditure 2021-2031

Chart 19 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Value Growth Outpaces Volume Amid Pricing Pressures and Polarised Consumer Behaviour

Dog Food Dominates Volumes, While Premiumisation Drives Dynamism for Cat Food

Brands Leveraging Premiumisation and Multifunctionality Capture Growth with Science-Backed Innovation

Chart 21 - The Honest Kitchen Launches Affordable Human Grade Clusters for Premium Quality Nutrition

Chart 22 - GumPaws Multifunctional Gummy Supplements

Chart 23 - Value Sales 2021-2031

Chart 24 - Volume Sales 2021-2031

Chart 25 - Value Sales by Category 2026

Chart 26 - Pet Populations 2021-2026

WHAT'S NEXT?

Pet Owners Likely to Embrace Premiumisation Amid Shifting Consumption Patterns

Brands Set to Invest in Digital Commerce and Personalised Nutrition to Capture Growth

Chart 27 - Analyst Insight for Pet Care

Innovation in Multifunctional Products and Partnerships to Drive Strategic Differentiation

Chart 28 - Forecast Value Sales 2021-2031

Chart 29 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé and Mars Defend Their Lead Amid Rising Presence of Competitors

Wellness Disruptors and Private Label Products Reshape Competitive Opportunities

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Retail E-Commerce Reshapes Distribution with Rapid Growth and Channel Shifts

Disruptive Brands Expand Retail Reach through Specialised Partnerships and Innovation

Chart 32 - Retail Channels 2021-2026

PRODUCTS

Advanced Formulations Featuring Health, Multifunctionality, and Transparency

Breakthroughs in Targeted Nutrition and Care

Chart 33 - Royal Canin's Fresh Health Nutrition, a Life Stage Line for Targeted Wellness

Implications of the Latest Trends and Product Developments

ECONOMIC CONTEXT

Chart 34 - Economic Context for Pet Care

Chart 35 - Real Gdp Growth 2021-2031

Chart 36 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 37 - Consumer Context for Pet Care

Chart 38 - Population 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-pet-food-in-the-us/report.