

# Other Pet Food in the US

April 2024

Table of Contents

## Other Pet Food in the US - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Fish food struggles with volume recovery amidst shift to exotic aquatics

Organic and natural trends in small mammal nutrition

Barriers to ownership challenge bird food, although young consumers flock to creative alternatives, such as pigeons

#### PROSPECTS AND OPPORTUNITIES

Urban living to increasingly challenge bird food

Declining pet populations to challenge volume and value growth

Premiumisation and snacking trends to continue pushing demand via e-commerce

#### CATEGORY INDICATORS

Table 1 - Other Pet Population 2019-2024

#### CATEGORY DATA

Table 2 - Sales of Other Pet Food by Category: Volume 2019-2024

Table 3 - Sales of Other Pet Food by Category: Value 2019-2024

Table 4 - Sales of Other Pet Food by Category: % Volume Growth 2019-2024

Table 5 - Sales of Other Pet Food by Category: % Value Growth 2019-2024

Table 6 - LBN Brand Shares of Bird Food: % Value 2020-2023

Table 7 - LBN Brand Shares of Fish Food: % Value 2020-2023

Table 8 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023

Table 9 - Distribution of Other Pet Food by Format: % Value 2019-2024

Table 10 - Forecast Sales of Other Pet Food by Category: Volume 2024-2029

Table 11 - Forecast Sales of Other Pet Food by Category: Value 2024-2029

Table 12 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029

Table 13 - Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

## Pet Care in the US - Industry Overview

### EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

### MARKET INDICATORS

Table 14 - Pet Populations 2019-2024

### MARKET DATA

Table 15 - Sales of Pet Food by Category: Volume 2019-2024

Table 16 - Sales of Pet Care by Category: Value 2019-2024

Table 17 - Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 18 - Sales of Pet Care by Category: % Value Growth 2019-2024

Table 19 - NBO Company Shares of Pet Food: % Value 2019-2023

Table 20 - LBN Brand Shares of Pet Food: % Value 2020-2023

Table 21 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 22 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 23 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 24 - Distribution of Pet Care by Format: % Value 2019-2024

Table 25 - Distribution of Pet Care by Format and Category: % Value 2024

Table 26 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 27 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 28 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 29 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 30 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 31 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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