

PETFOOD FORUM

Where the GLOBAL PET FOOD
INDUSTRY does business

Pet Food Consumption Report: Feeding Pets & Fueling the Economy

Lara Moody, Executive Director, IFEEDER

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April 28-30, 2025, Kansas City, Missouri, USA

#petfoodforum



IFEEDER: Advancing understanding and trust in a sustainable feed and pet food supply chain through timely research and education.



Pet Food Consumption Report

Prepared By:



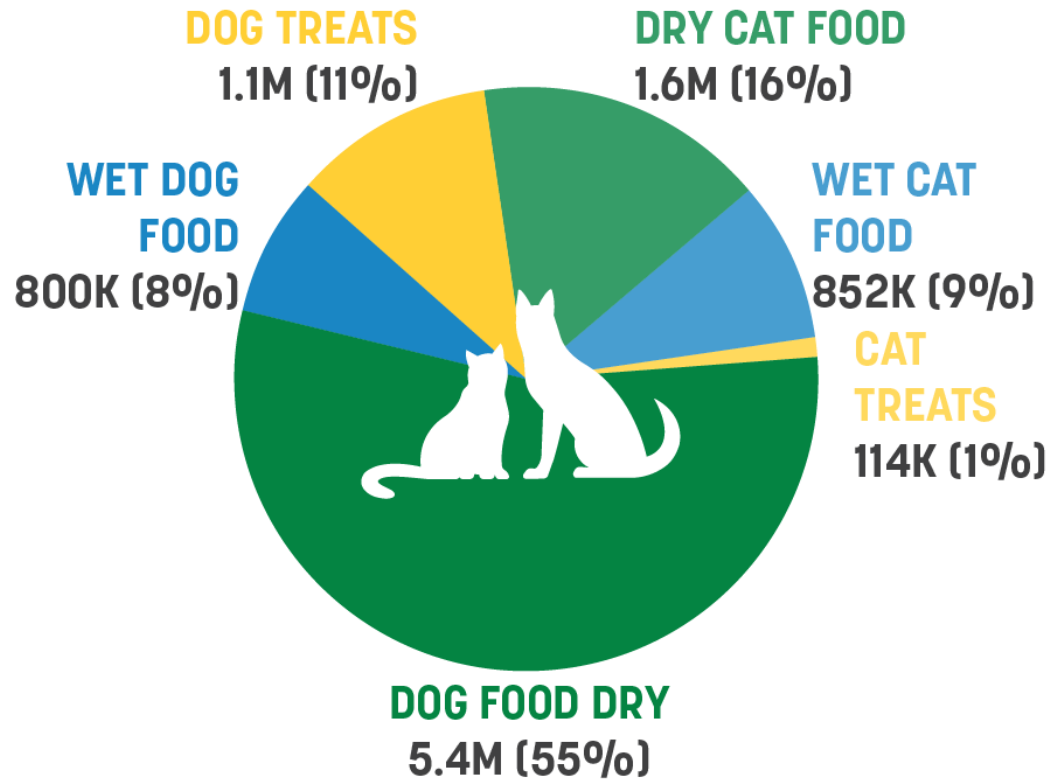
Prepared For:



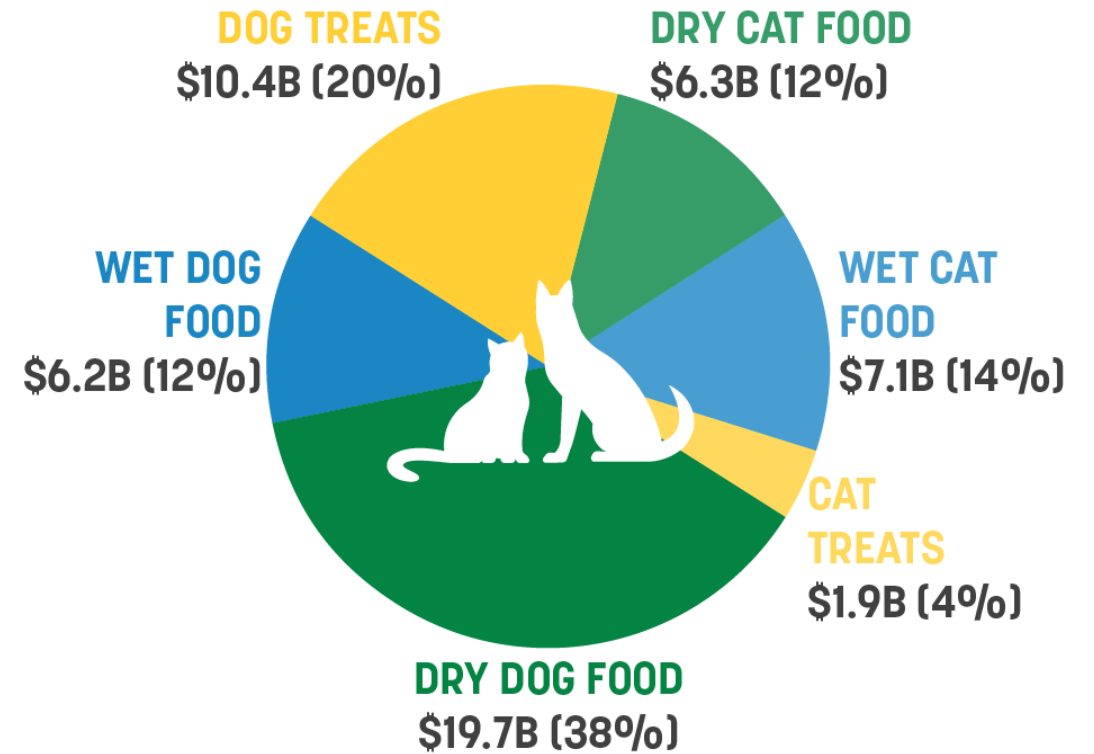
IFEEDER Donors Supporting the Report Include:



TOTAL PET FOOD SALES BY VOLUME (TONS)



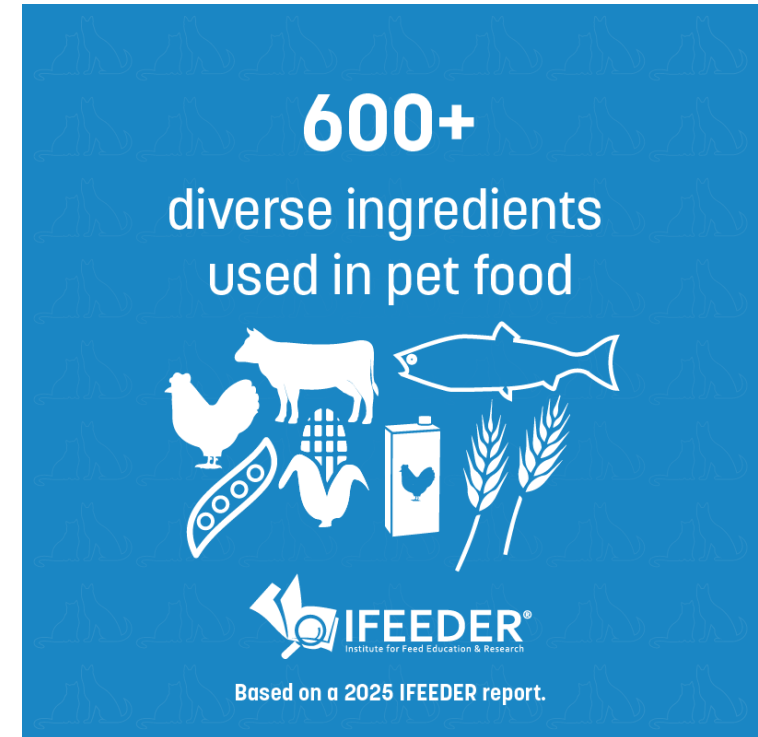
TOTAL PET FOOD SALES BY VALUE



Ingredient Scope

Ingredient Inclusions

- Animal Proteins: 275
- Specialty Products: 155
- Plant Carbohydrates: 80
- Plant Proteins: 49
- Plant Fats: 24
- Animal Fats: 13
- Plant Fat & Carbohydrates: 5



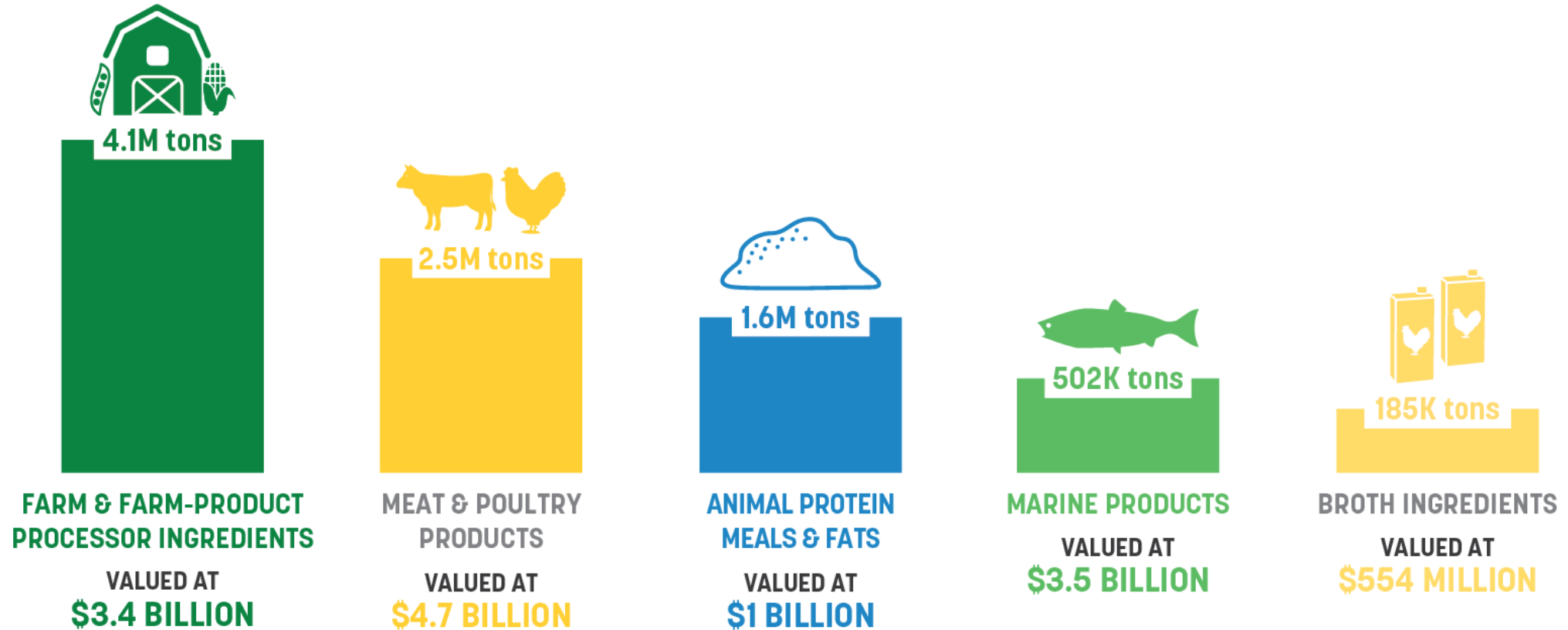
9.8M TONS

TOTAL VOLUME

\$13.2 BILLION

TOTAL VALUE

Ingredients Used in Dog & Cat Food are Diverse



Pet Food Manufacturers Generate Economic Value Throughout the Supply Chain



\$7.6B in materials, services, equipment & labor sold to farm suppliers



\$9.8B in materials & services sold to farmers



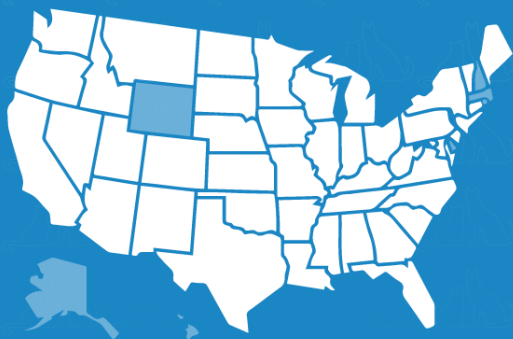
\$13.2B in farm products sold to pet food manufacturers



9.8M tons of dog & cat food produced by pet food manufacturers



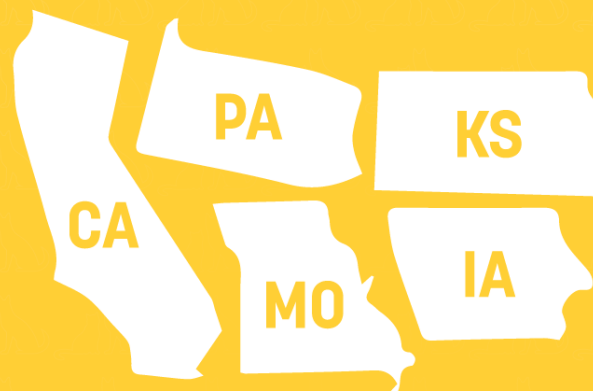
\$51.7B in dog & cat food sold to consumers



Nearly every state
manufactures pet food



Based on a 2025 IFEEDER report.



States that reap the most economic
benefits from pet food sales



Based on a 2025 IFEEDER report.

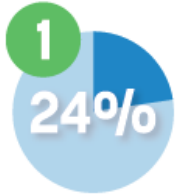


States that consume
the most pet food



Based on a 2025 IFEEDER report.

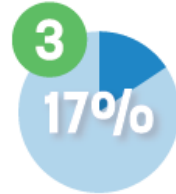
Top 5 Ingredients Used in U.S. Pet Food



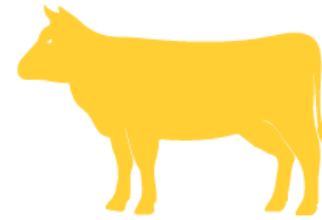
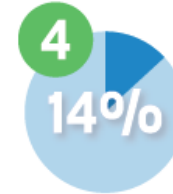
**CHICKEN &
CHICKEN PRODUCTS**
2.2M tons



WHOLE GRAINS
1.8M tons



MILLED GRAINS
1.6M tons



**BEEF & BEEF
PRODUCTS**
1.3M tons



**MARINE
PRODUCTS**
502K tons

Top 5 Most Valuable Ingredients in U.S. Pet Food

1

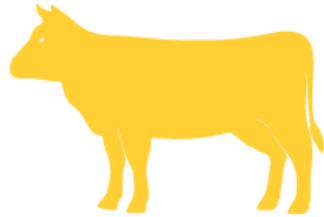
\$3.5 BILLION



**MARINE
PRODUCTS**

2

\$2.44 BILLION



**BEEF & BEEF
PRODUCTS**

3

\$1.8 BILLION



**CHICKEN &
CHICKEN PRODUCTS**

4

\$1.1 BILLION



MILLED GRAINS

5

\$903 MILLION




WHOLE GRAINS

Purchased Ingredient Comparison

Comparison of Pet Food Ingredients (as Bought), 2025 vs. 2020						
Ingredient Category	Pet Total Ingredient Quantity (as Bought) 2025 (Tons)	Pet Total Ingredient Quantity (as Bought) 2020 (Tons)	Percent change	Pet Total Food Ingredient Value (as Bought) 2024	Pet Total Food Ingredient Value (as Bought) 2020	Percent change
Meat & Poultry Products	2,457,150	1,834,661	34%	\$4,749,359,756	\$3,089,338,098	54%
Marine Products	502,013	257,720	95%	\$3,499,719,013	\$967,648,767	262%
Farm or Mill-based Products	4,124,748	4,039,610	2%	\$3,390,434,958	\$1,389,965,464	144%
Animal Protein Meals & Fats	1,568,606	1,773,116	-12%	\$1,025,802,043	\$641,528,692	60%
Broth	184,737	166,851	11%	\$554,210,754	\$834,255,514	-34%
Water	440,461	567,501	-22%	\$880,923	\$1,135,003	-22%
Grand Total	9,278,408	8,646,211	7%	\$13,227,040,232	\$6,941,305,251	91%
Comment: Pet food data for this 2025 study was from mid 2023 through mid 2024. The 2020 study used data from 2019.						

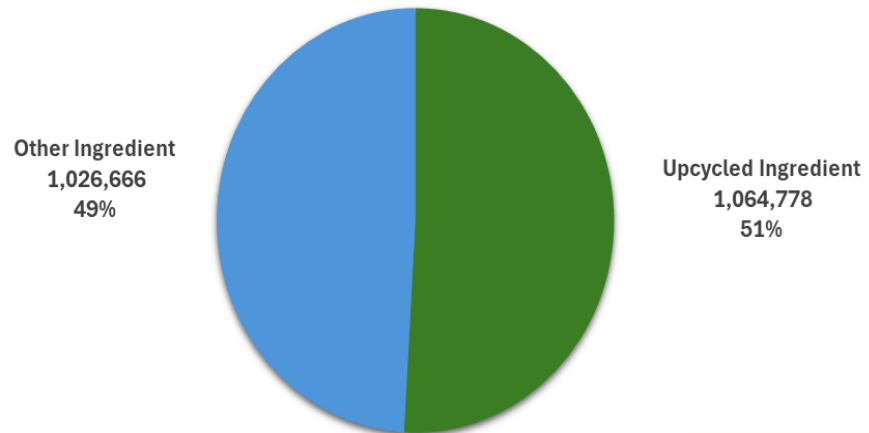
Total Pet Food Sales, 2024 vs. 2020

Comparison of Retail Pet Food Sales 2025 vs. 2020					
Attribute		2025		2020	Percent Change
Cat Food Sales Volume (Tons)		2,565,367		2,705,868	-5.2%
Dog Food Sales Volume (Tons)		7,236,084		7,127,272	1.5%
Total Food Sales Volume (Tons)		9,801,451		9,833,141	-0.3%
Cat Food Sales Value (\$)		\$15,329,774,300		\$9,328,123,193	64.3%
Dog Food Sales Value (\$)		\$36,354,318,636		\$21,042,778,928	72.8%
Total Food Sales Value (\$)		\$51,684,092,936		\$30,370,902,122	70.2%
Note: Data factored up from Nielsen Data to represent National Data					
					



Upcycled Ingredients

Upcycled Cat Food Ingredients, as Sold, Tons



Source: Nielsen Data, DIS Analysis

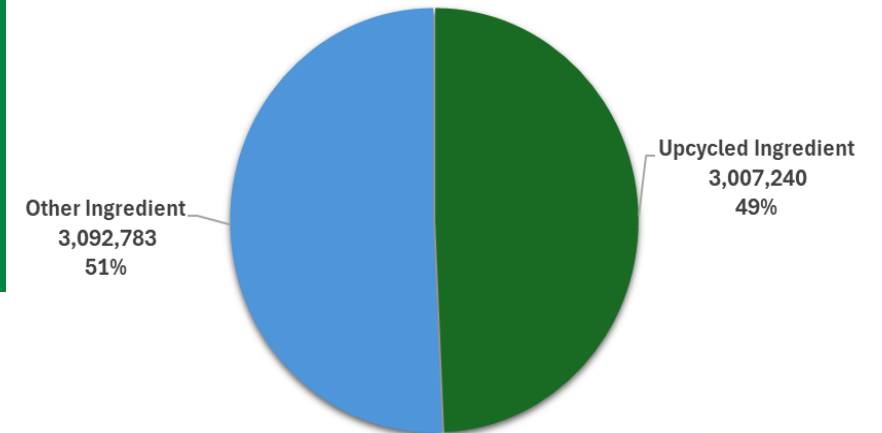


50%
of pet food ingredients are
upcycled products from
other industries



Based on a 2025 IFEEDER report.

Upcycled Dog Food Ingredients, as Sold, Tons



Source: Nielsen Data, DIS Analysis



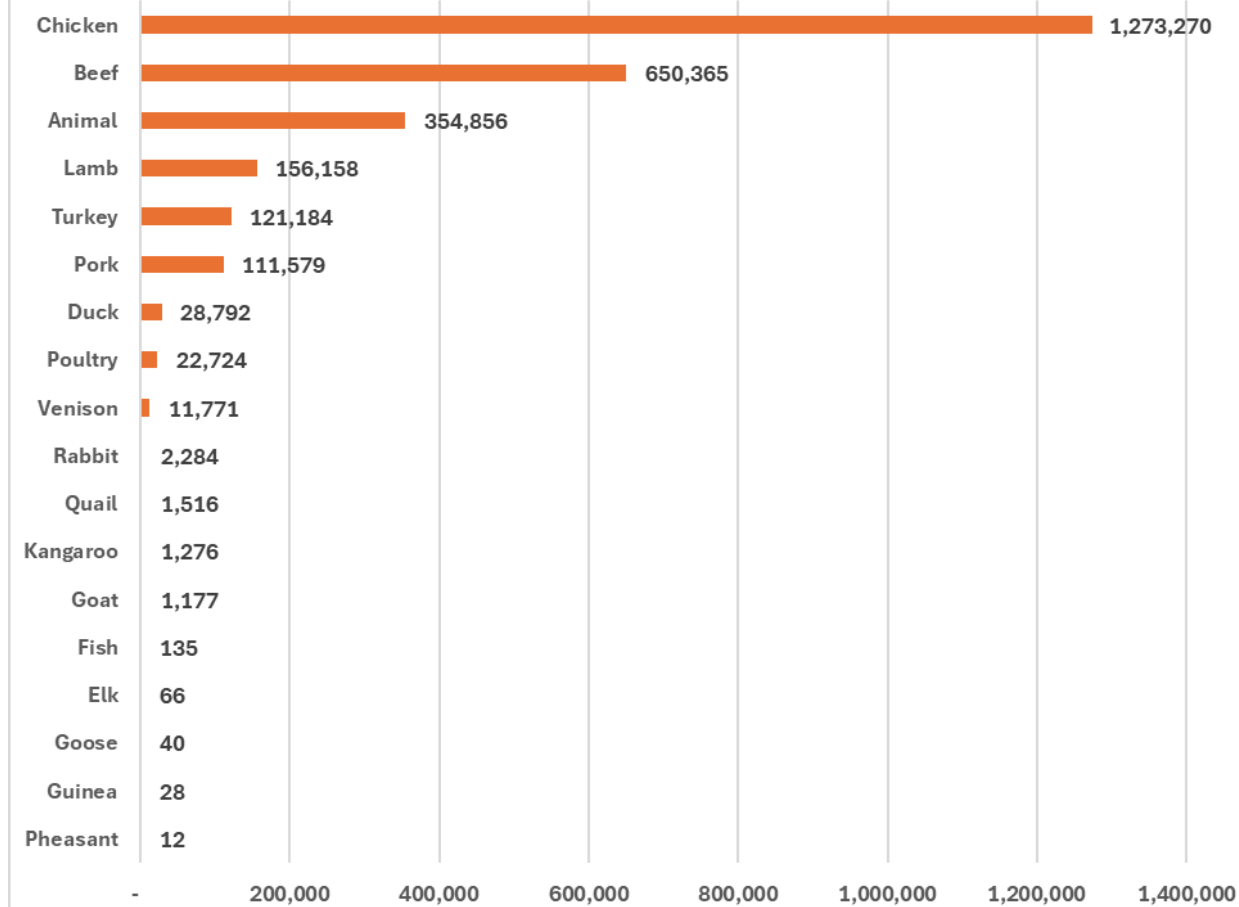
DOG FOOD INGREDIENTS



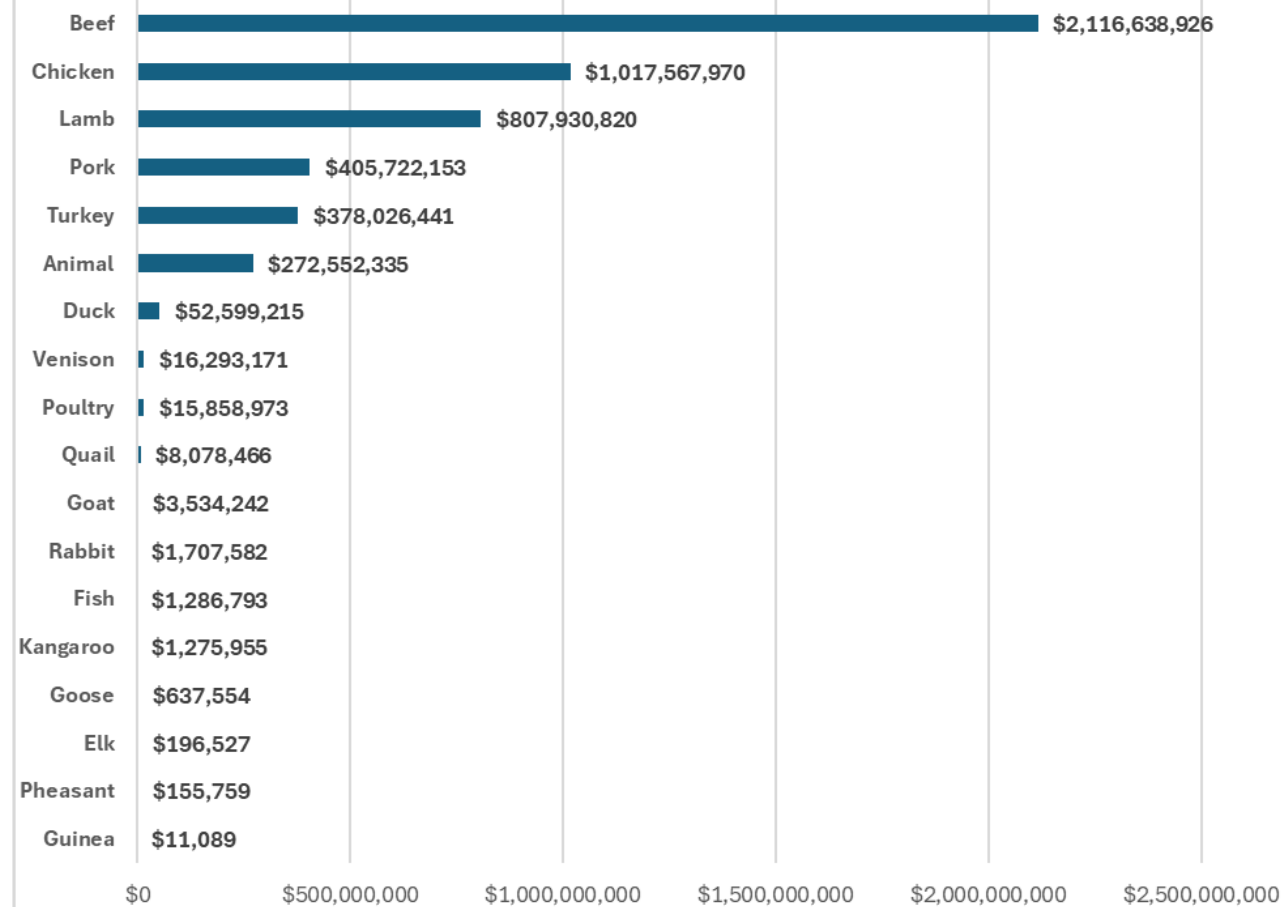
CAT FOOD INGREDIENTS



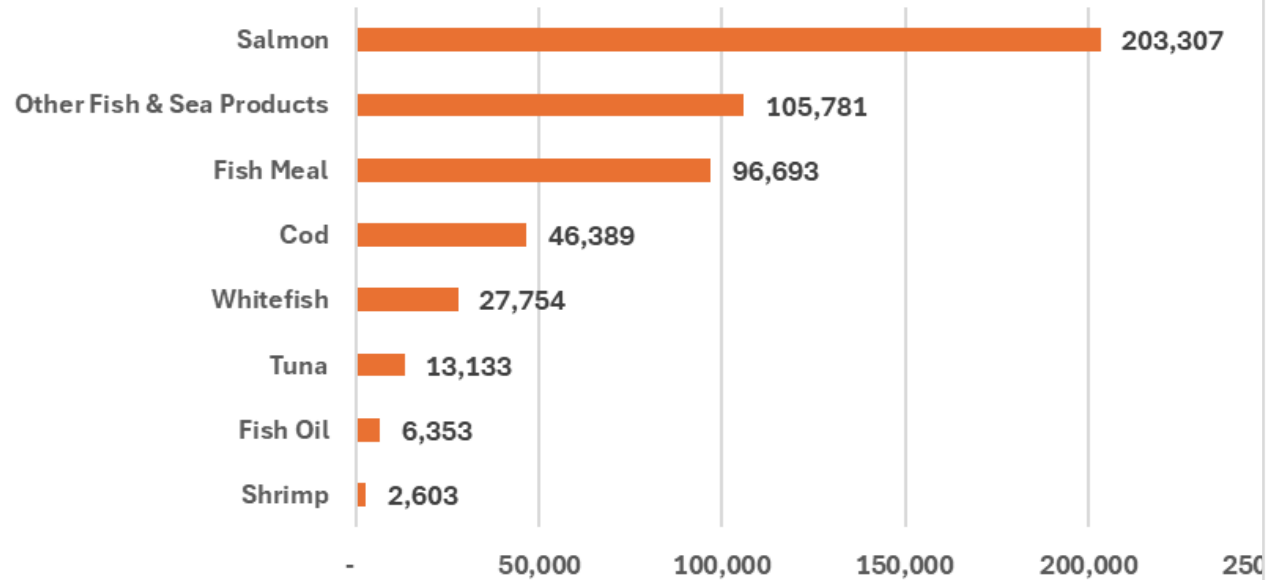
Total U.S. Meat and Poultry Products Used for Pet Foods, Tons



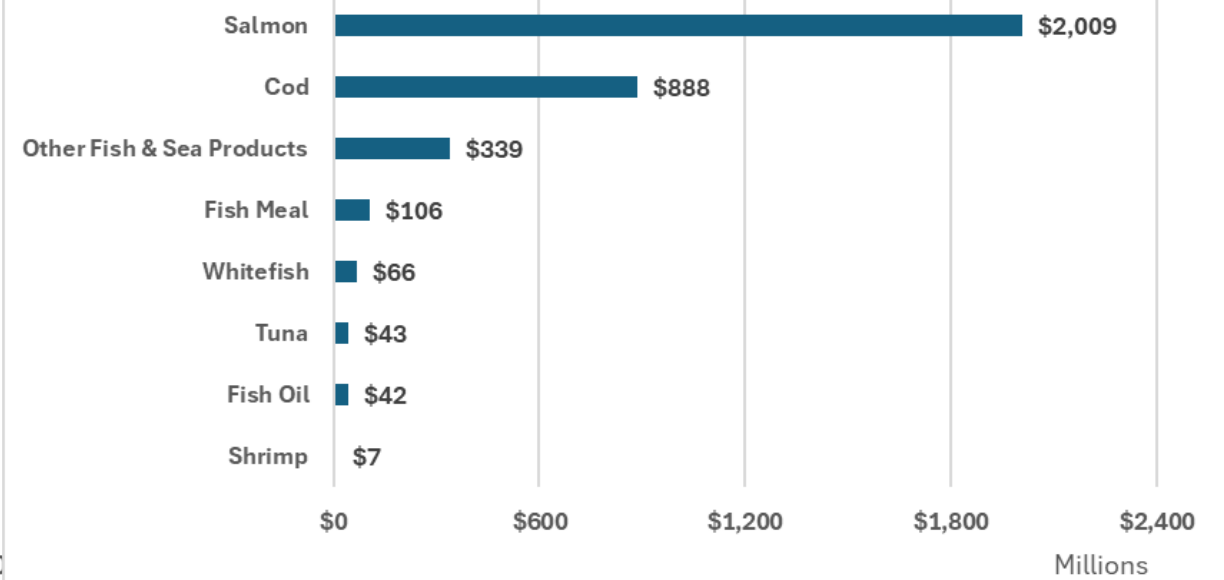
Total U.S. Meat and Poultry Products Used for Pet Foods, USD \$



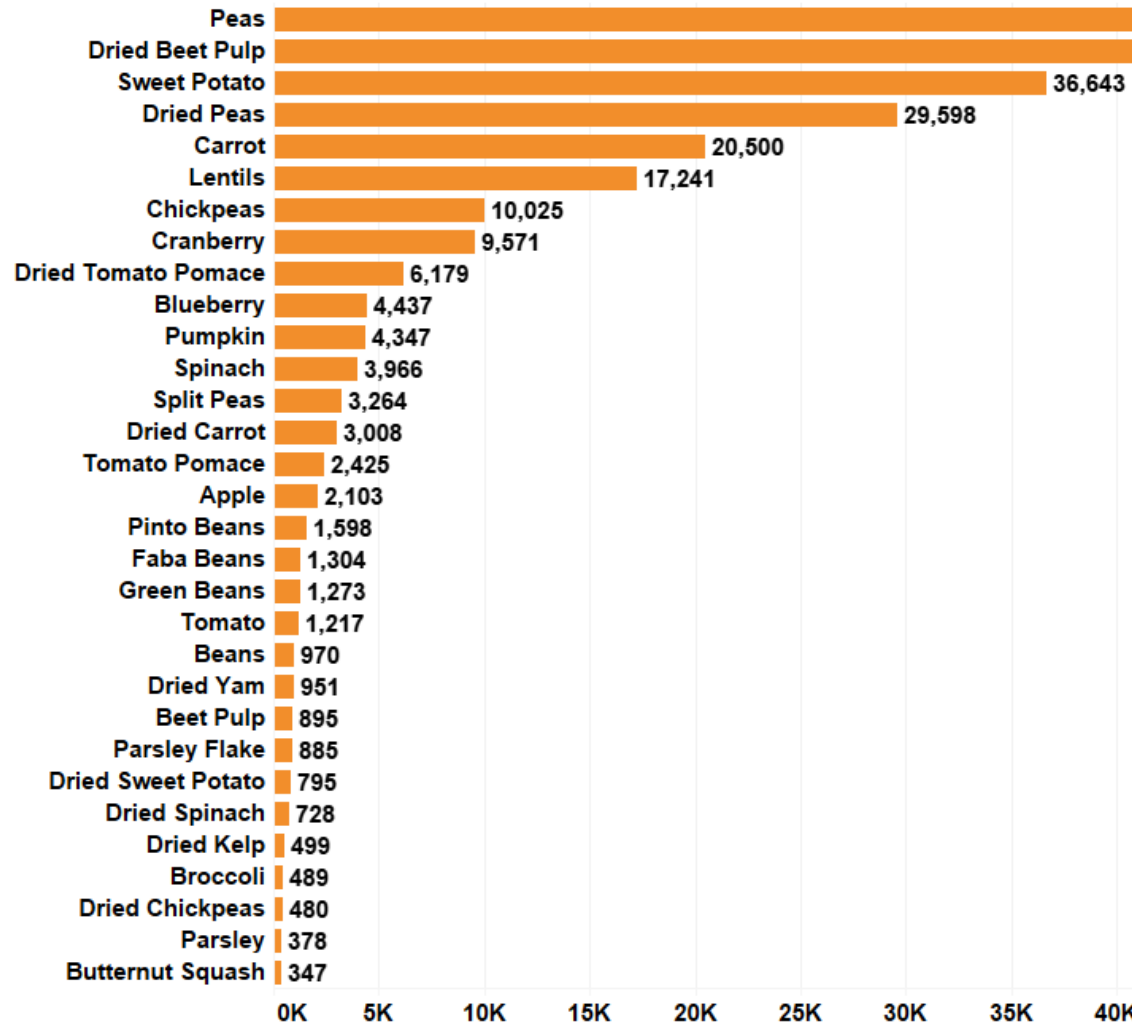
Marine Products for Pet Foods, Tons



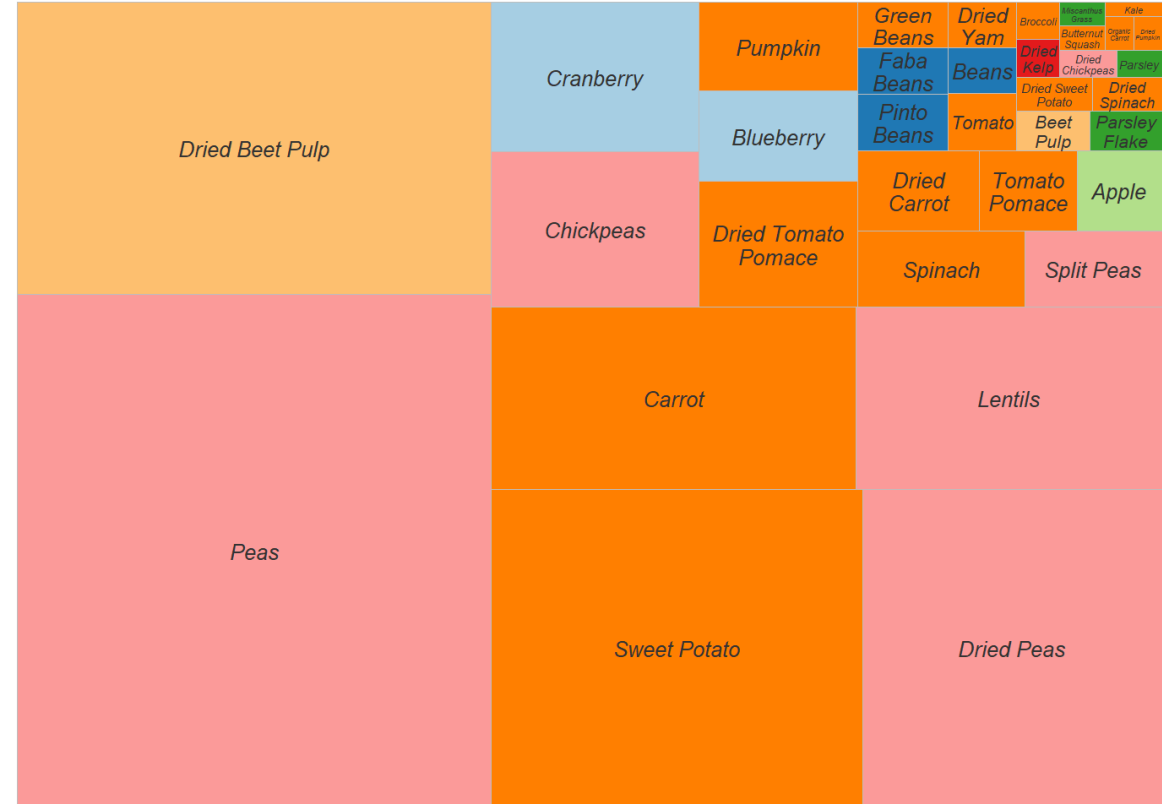
Marine Products for Pet Foods, Million \$



Total Pet Food, Specialty Crop (Tons as Sold)



Total Pet Food Ingredient Quantities -- Specialty Crop (Top 35)



Commodity

- Berry
- Dried Beans
- Fruit
- Herb
- Pea
- Sea
- Sweetener
- Vegetable



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