

PETFOOD FORUM

Where the GLOBAL PET FOOD
INDUSTRY does business

The Pet Economy

Global Pet Market Inching to \$500 Billion by
2030 Despite Trends Slowing Down

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Consumer Staples Equity Research Analyst

#petfoodforum

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



Bloomberg Intelligence

500+
professionals

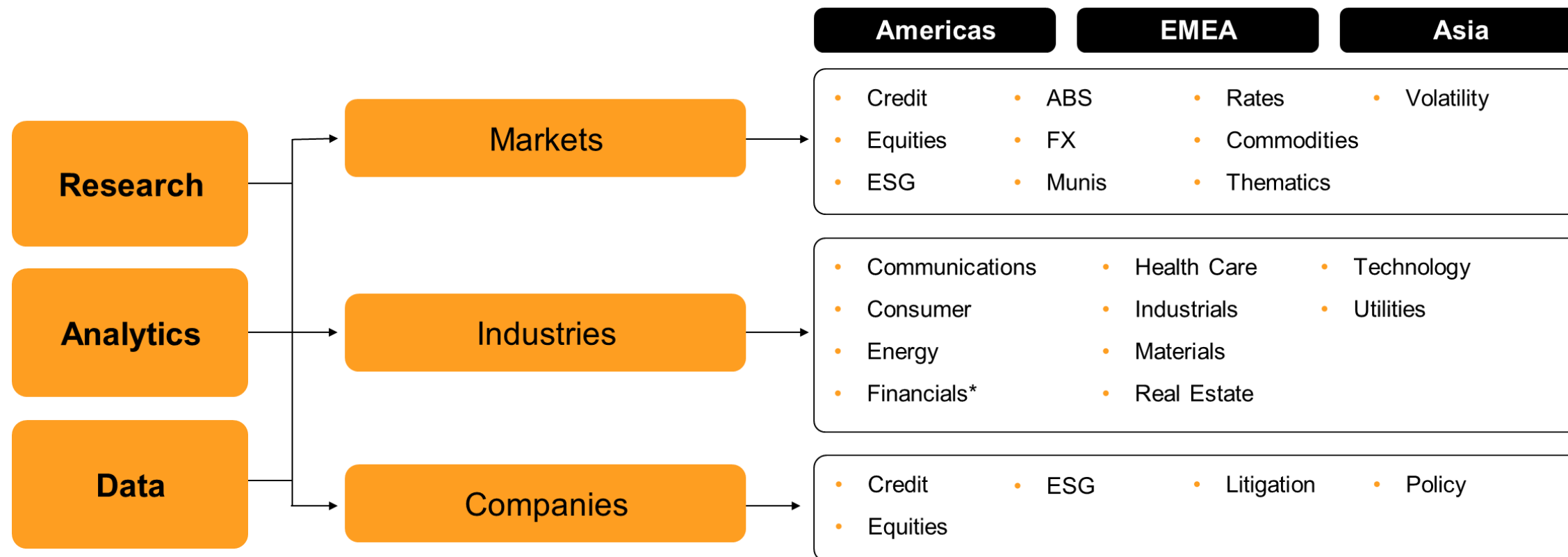
15+
average
experience

600+
data providers

2,000+
companies

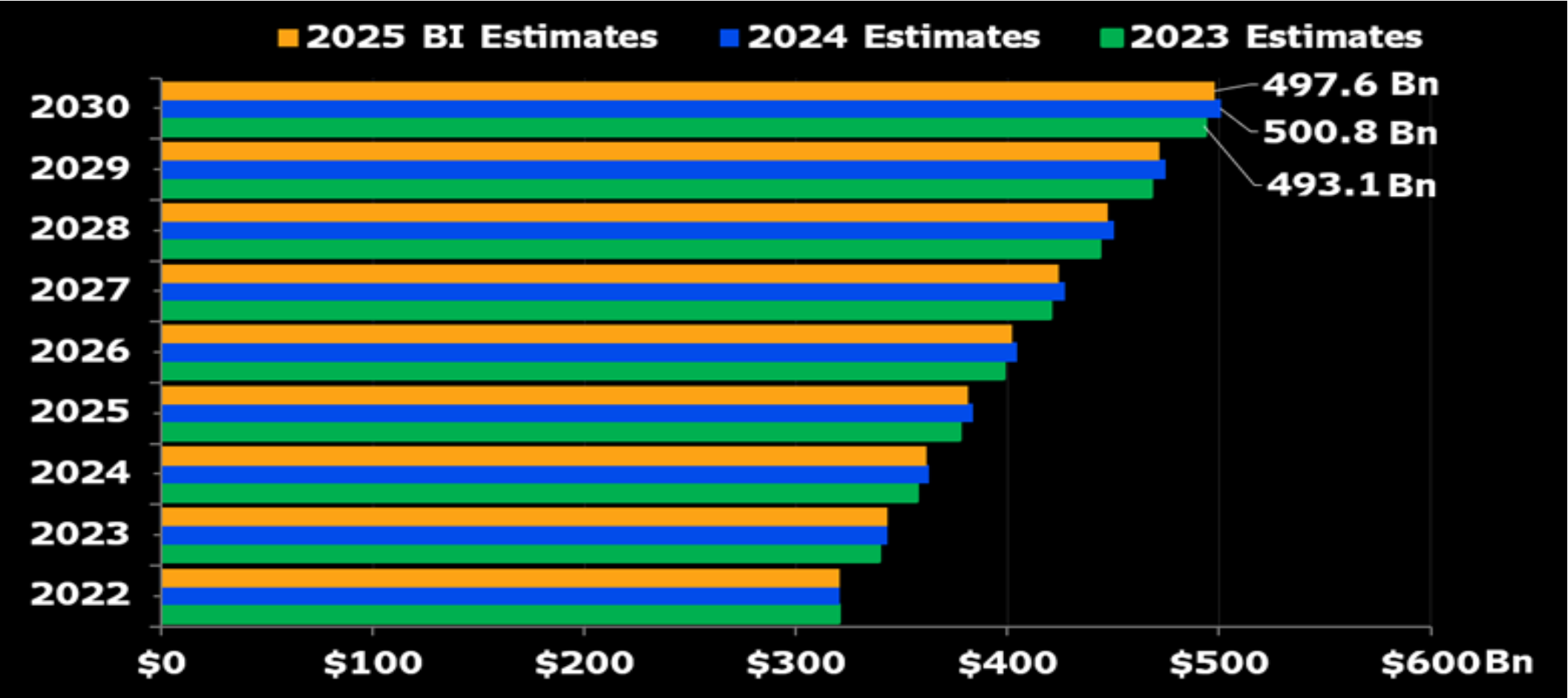
Global
12 offices, 8 countries

Research, analytics and data tools to help you make informed investment decisions



**Includes Market Structure Research*

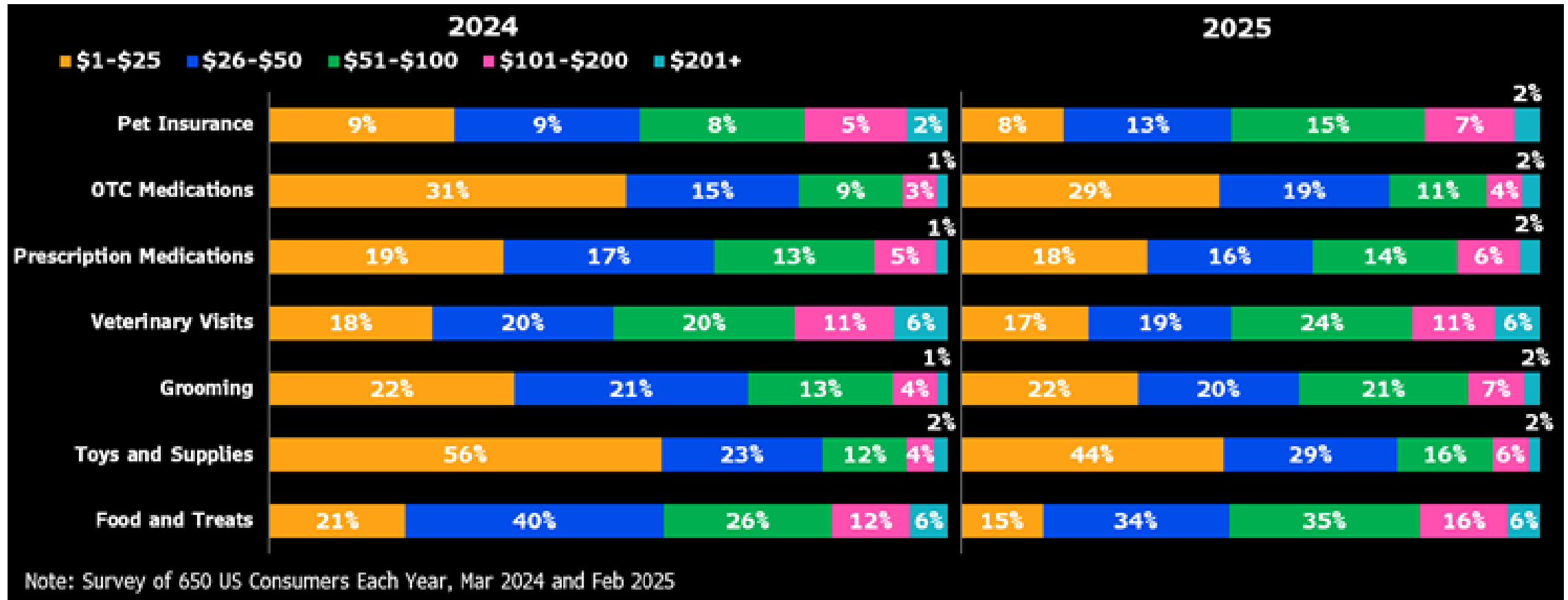
Normalizing Trends Inches the Global Industry to \$500 Billion



Source: Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sv49i7t1um0x>

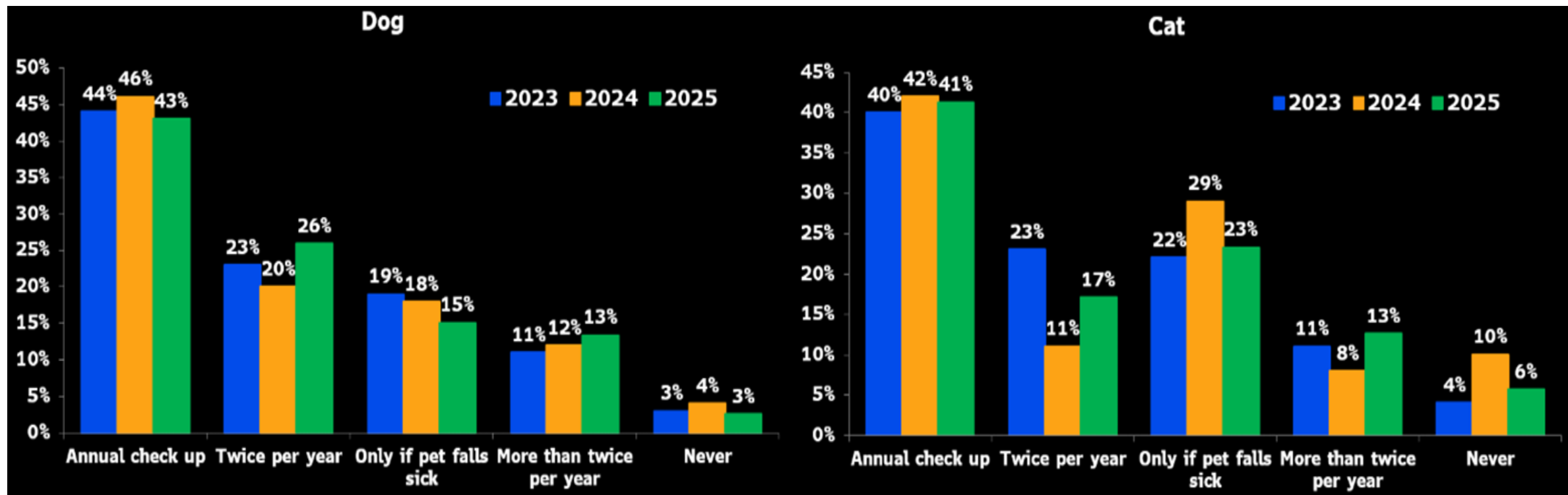
Consumer Survey: The Pet Economy

Consumers Point to Higher Pet Expenses Amid Inflation



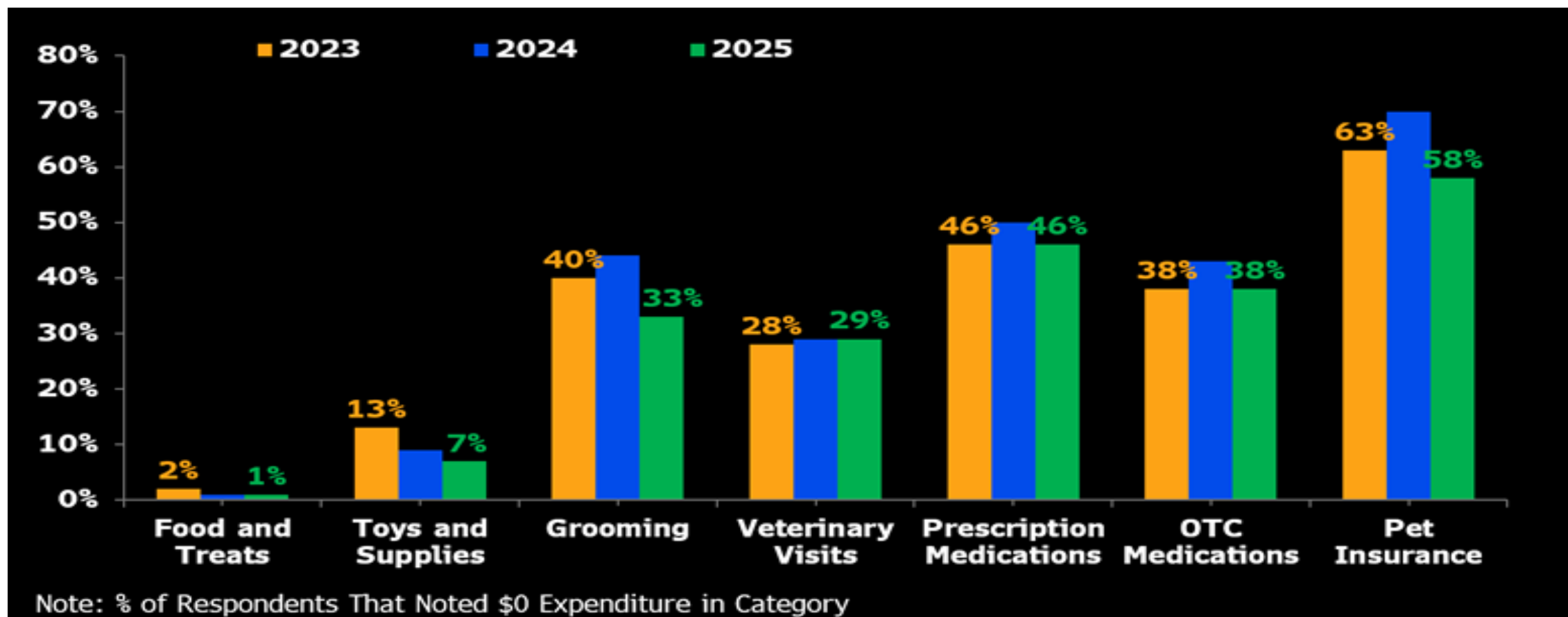
Source: Attest, Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sspaeft1um0x>

Economy Weighing on Vital Annual Exams for Aging Pets



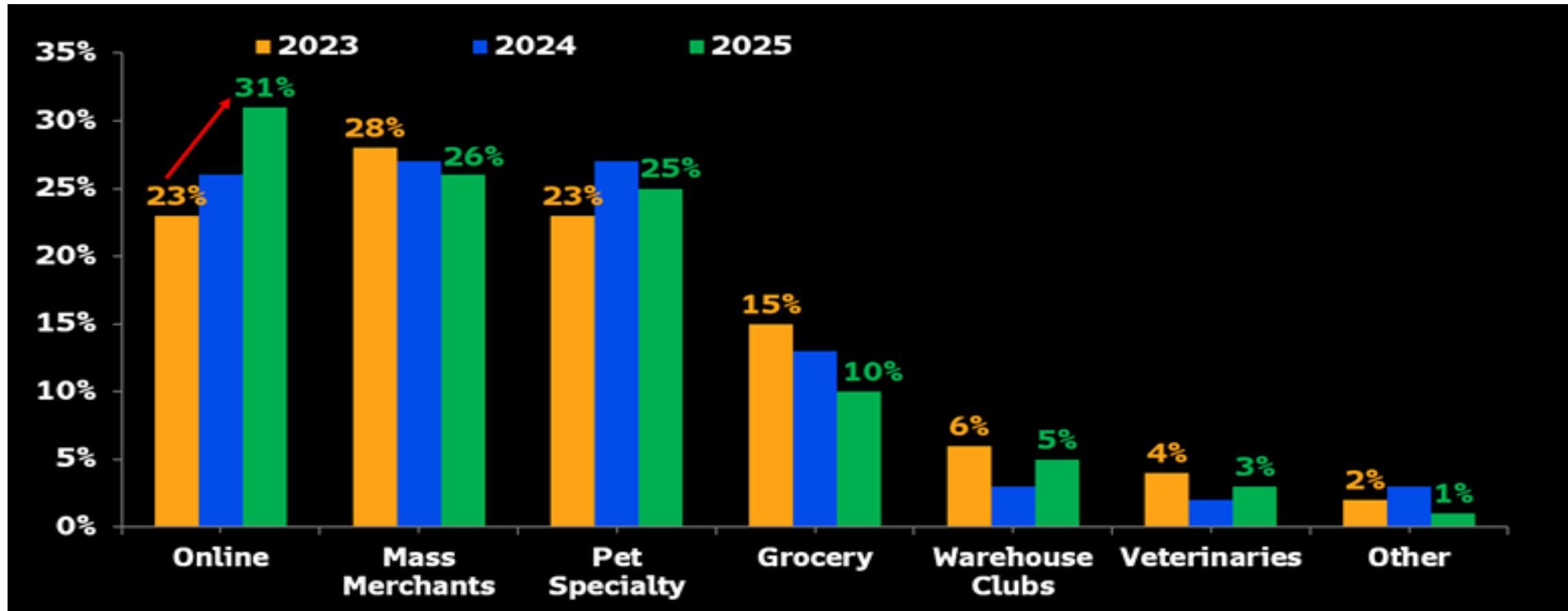
Source: Attest, Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sspaeft0g1kx>

Pressure on Discretionary Set to Subside



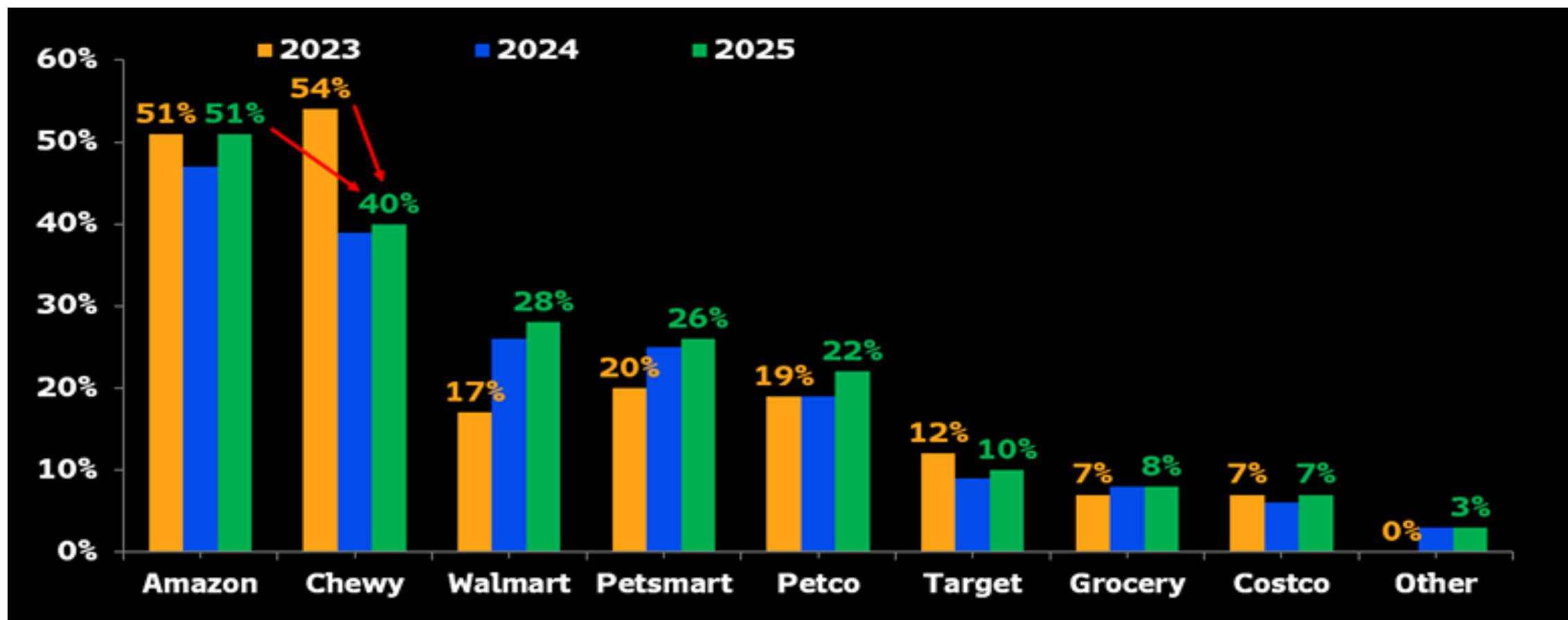
Source: Attest, Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sspaeft0afb4>

Where Do Pet Parents Shop?



Source: Attest, Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sspaeft0afb5>

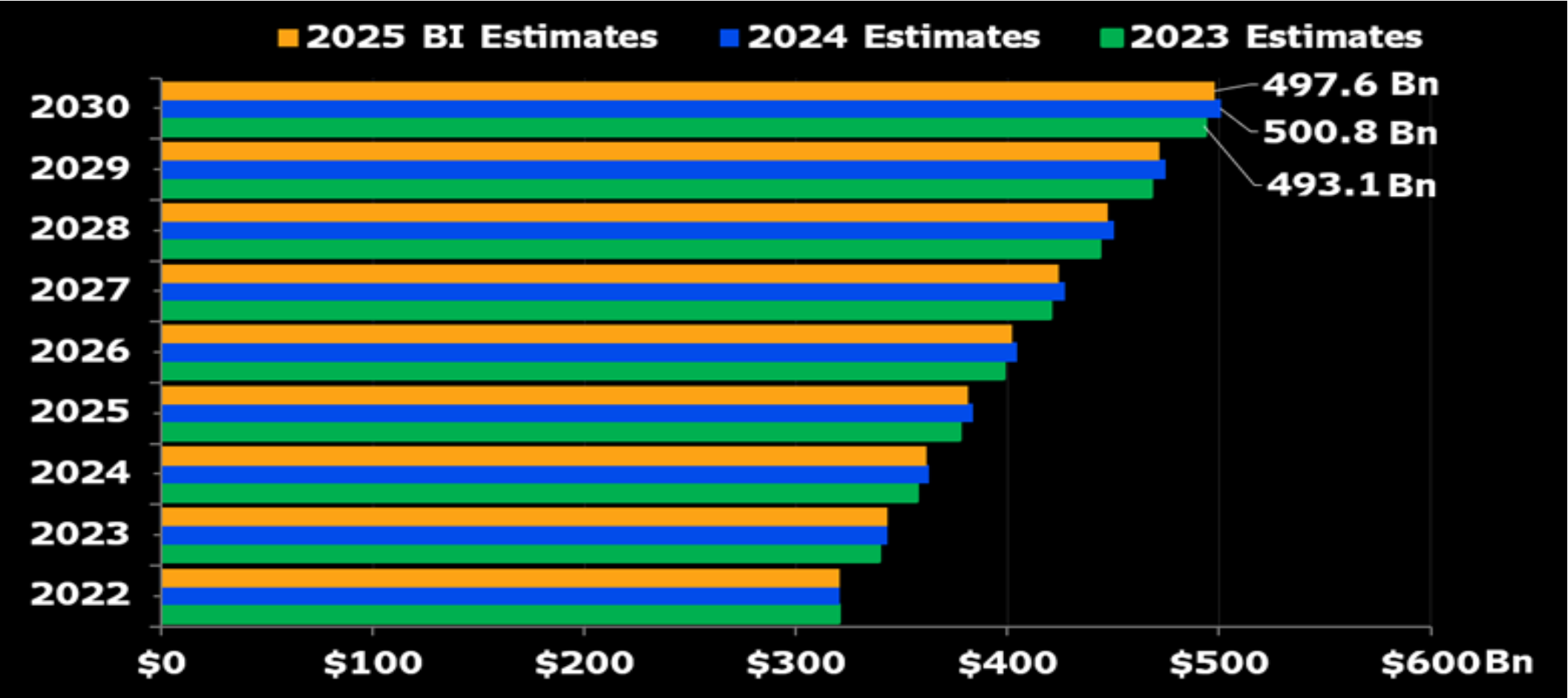
Where Do You Usually Purchase Pet Products Online?



Source: Attest, Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sspaft0g1ky>

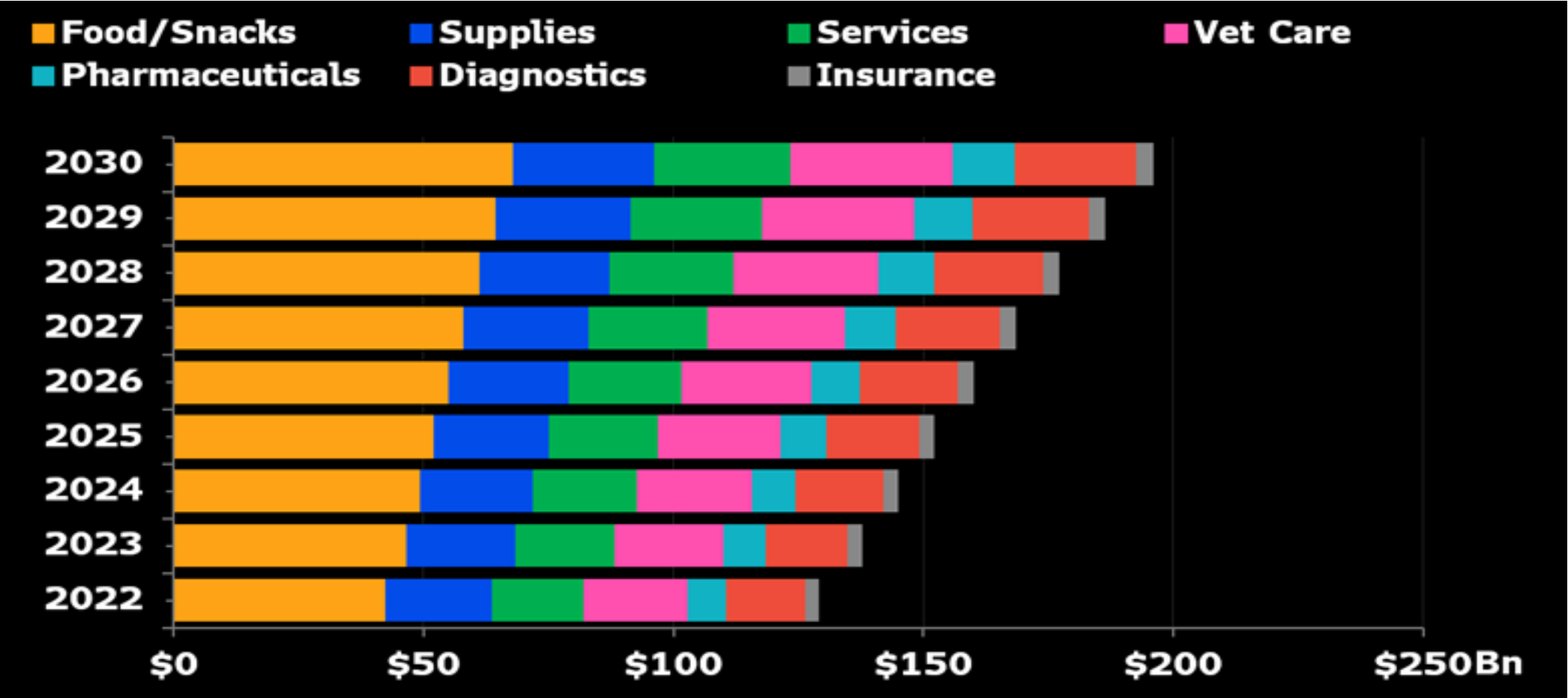
Global Market Set to Reach \$500 Billion by 2030

Normalizing Trends Inches the Global Industry to \$500 Billion



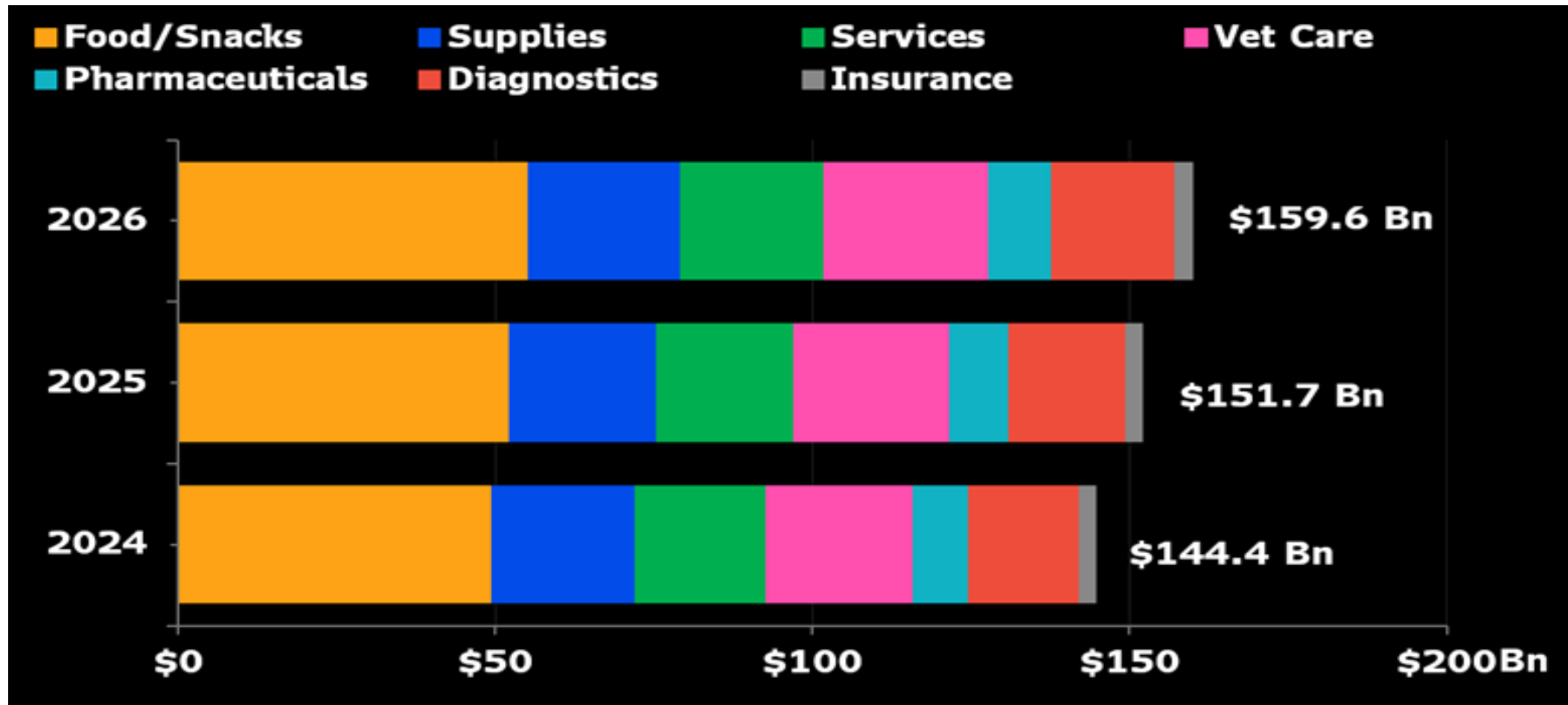
Source: Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sv49i7t1um0x>

Humanization of Pets Helps Drive US Growth



Source: Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sv49i8dwlu68>

Spending Slump Could Decelerate Pace in 2025



Source: Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sv49i8dwx2ps>

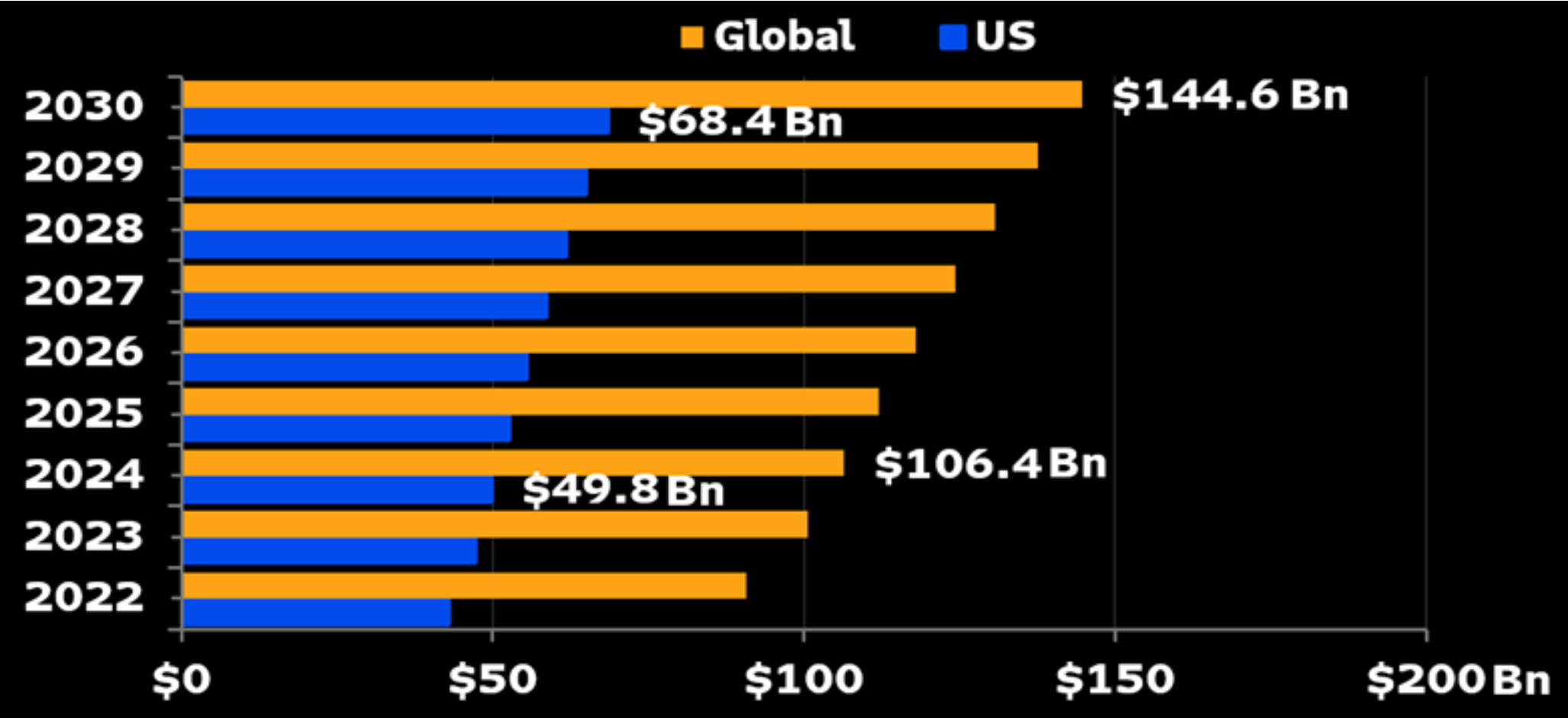
Global Pet Food Market to Be \$145 Billion by 2030

Volume Has Been Challenged Recently

	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24
Sales Growth								
Freshpet	26.8%	25.6%	32.6%	29.9%	33.6%	28.3%	26.3%	13.0%
Price								
General Mills	-2.0%	-5.0%	-11.0%	-5.0%	-7.0%	3.0%	9.0%	-3.0%
Smucker	12.0%	10.0%	8.0%	7.0%	3.0%	-4.0%	-2.0%	0.0%
Volume								
General Mills	9.0%	5.0%	7.0%	3.0%	-1.0%	-3.0%	-5.0%	-1.0%
Smucker	-1.0%	12.0%	12.0%	13.0%	8.0%	-6.0%	-2.0%	-9.0%
Note: Periods Aligned with Calendar Year								

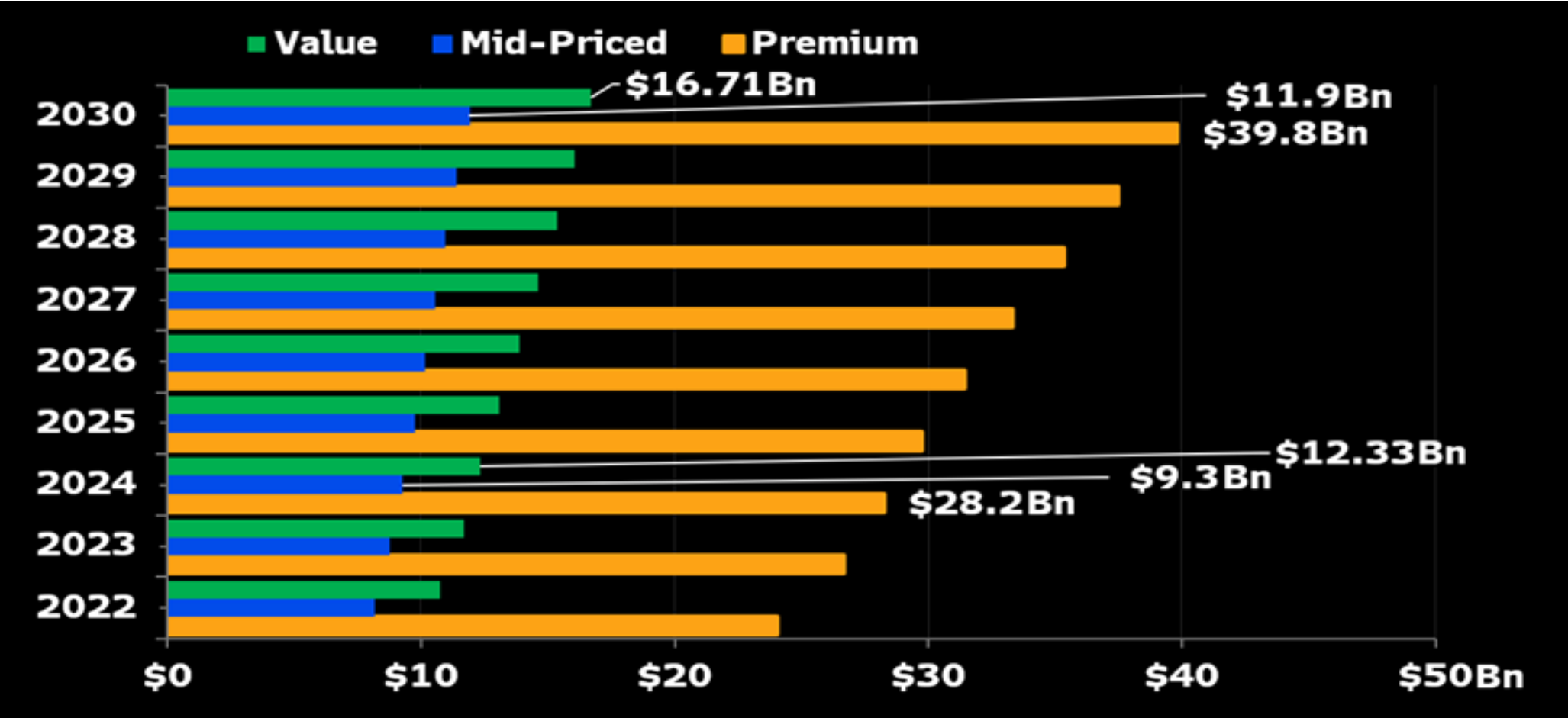
Source: Company Filings

Short-Term Deceleration Amid Competition; Global Market to Reach \$145 Billion



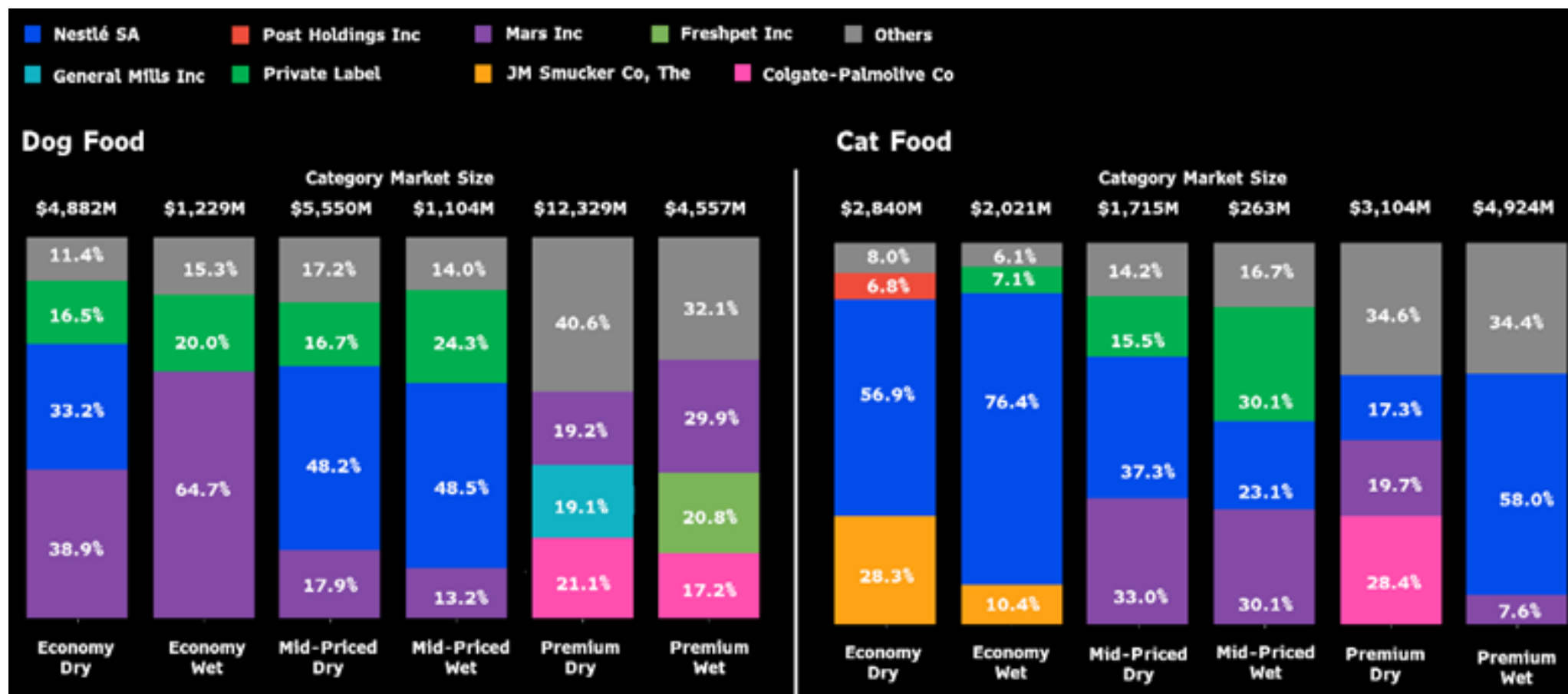
Source: Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sv646adwrgg0>

US Premium Products Set to Outpace, Albeit Short-Term Challenged



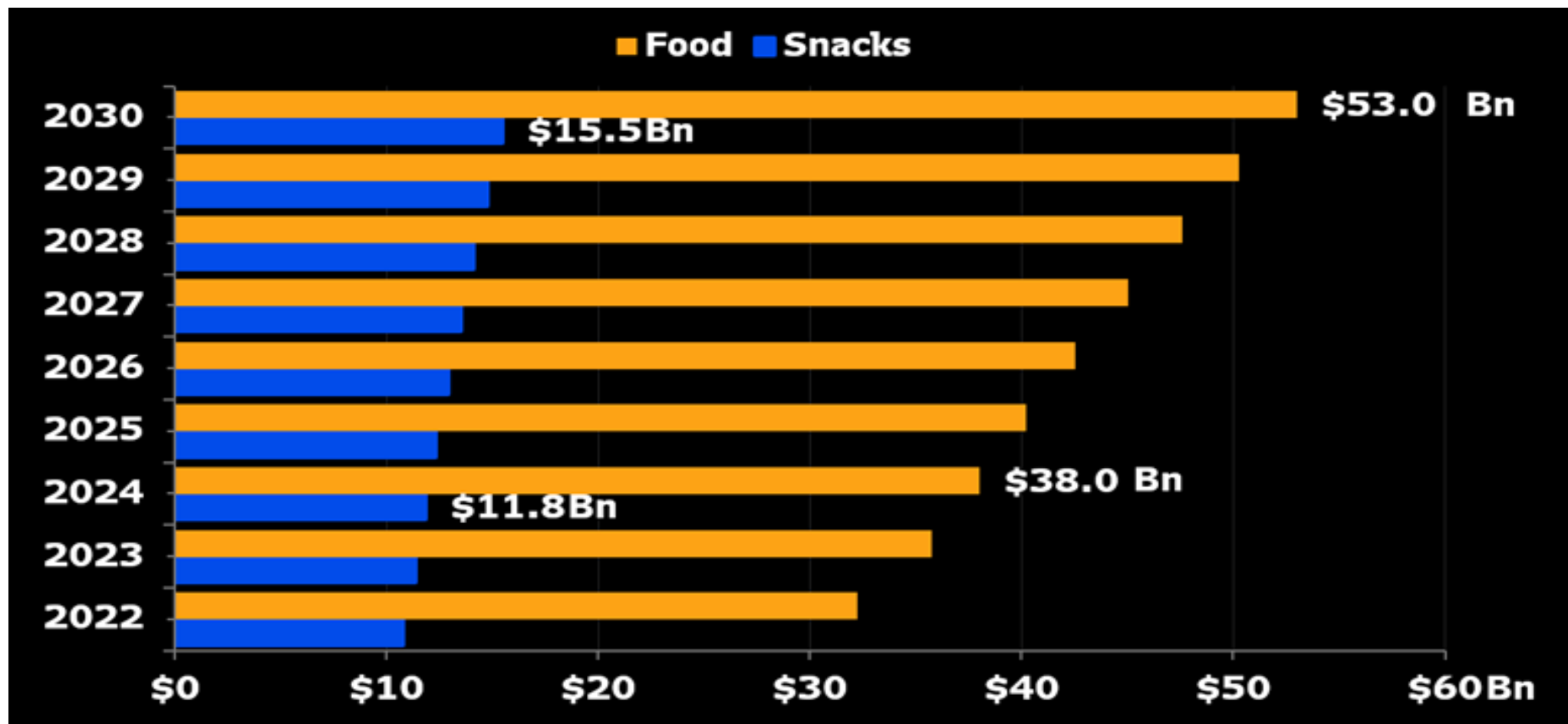
Source: Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sv646at0afb4>

Big Food Benefit from Any Price Point



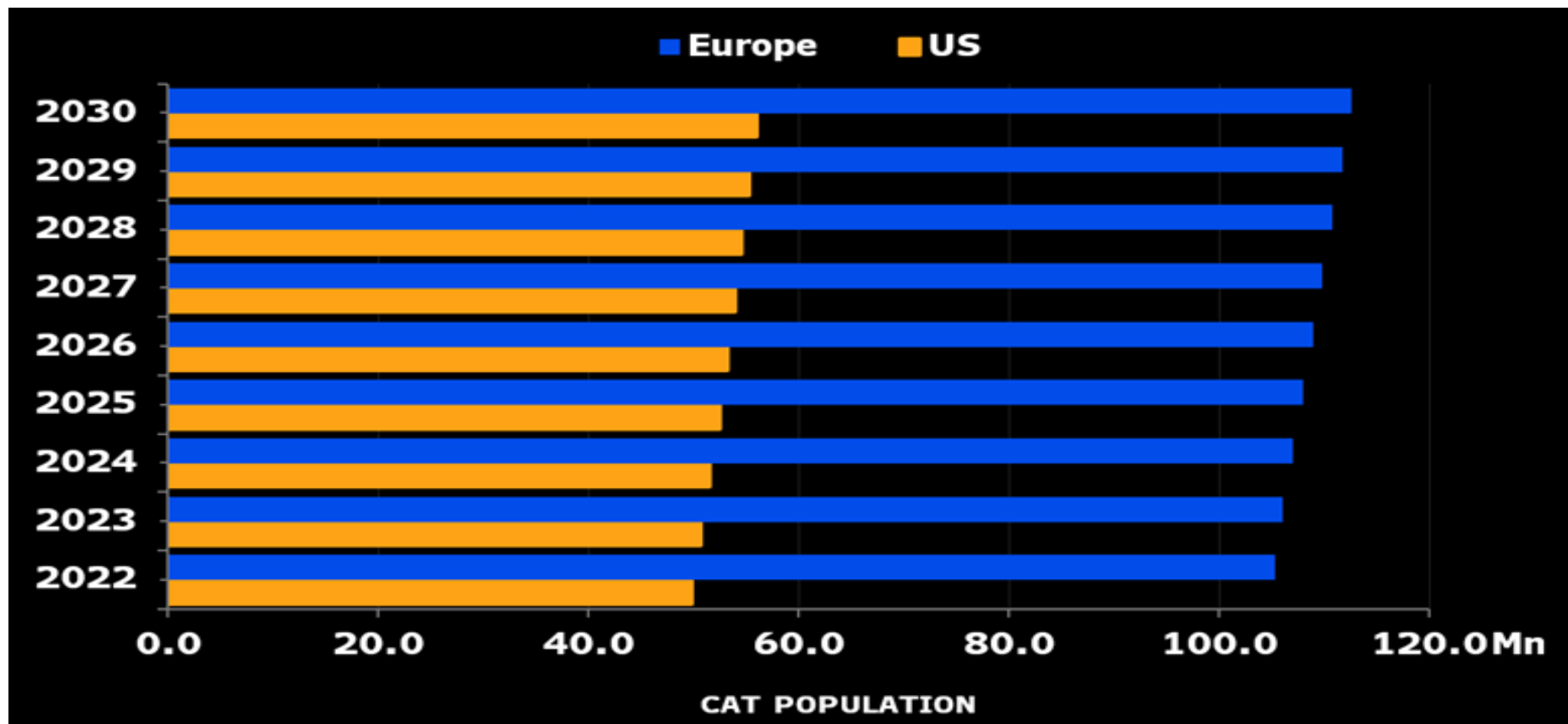
Source: Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sv646at1um0w>

Snacks Are Set to Trail Overall Food Sales



Source: Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sv646adwlu68>

Cats Are In; Cat Food Demand Set to Outpace



Source: Bloomberg Intelligence: <https://blinks.bloomberg.com/news/stories/sv646adwx2ps>

Thank you

Contact the Bloomberg Intelligence Analyst

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