

Fresh Pet Food



Fresh pet food continues to be one of the fastest-growing segments in the pet food category, with a 5-year dollar sales CAGR of 21% in the U.S.* A large influx of brands debuted fresh pet food offerings in the back half of 2025, including Blue Buffalo, Chewy, Open Farm, and Merrick. In addition, mature companies in this space such as Freshpet and The Farmer's Dog continued to grow and innovate.

Let's look at some of the latest innovation in fresh pet food.



Fresh Pet Food Commonalities

- Large, highly-visible particulates of meat, vegetables, and grains
- Super clean ingredient statements with no artificial colors or flavors and few or no preservatives
- Fruits and vegetables like sweet potato, carrot, Brussel sprouts, spinach, cranberry, and blueberry
- Herb & spice ingredients like turmeric, parsley, and cinnamon
- Claims centered on human-grade ingredients and gentle cooking process
- Products positioned as complete meals or as toppers

Fresh Pet Food Innovations**



Online pet retailer Chewy introduced a private label brand of fresh pet food in Fall 2025 called Get Real.



Open Farm's Goodbowl products uphold the brand's commitment to humanely raised and sustainable sources.



Blue Buffalo debuted its Love Made Fresh product line in Fall of 2025, starting with log and stew.



Smalls Fresh Cat Food is gently cooked in human-grade, USDA certified facilities.



Jinx's new Fresh product line utilizes bone broth for enhanced nutrient claims.

Innovating in fresh pet food? We got you covered.

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