

Classification & Positioning of Freeze-Dried Pet Food Professional Guide for Wholesale Buyers



Weifang, Shandong Jun 26, 2026 ([Issuewire.com](https://www.issuewire.com)) - In the current pet market, freeze-dried pet food is widely favored by pet owners for its maximum retention of nutritional value and original flavor, and the product categories have been further refined. This article provides an in-depth market analysis of various freeze-dried pet treats. Combining nutritional value, product functions, forms and application scenarios with real product cases, it helps wholesalers, pet food brands and other buyers make informed business decisions.

Based on our best-selling products, freeze-dried pet food on the market can be divided into the following four major categories:

1. Freeze-Dried Raw Meat & Bone Diet (Complete Food)

🔍 Appearance: Usually large rectangular patties, round patties or chunky meat pieces.

Product Positioning: Formulated with a scientific ratio of muscle meat, bone and organs. Following the biological prey model (e.g. 80% muscle meat + 10% bone + 10% organs), it serves as a complete daily staple food with high nutritional value.

Feeding Method: Can be fed directly, or rehydrated with warm water at a ratio of 1 part food to 2 parts water. This category can fully replace regular pet food for long-term feeding.

2. Single Protein Source Freeze-Dried Treats

Appearance: Regular small cubes or meat slices with distinct visible muscle fibers.

Product Positioning: Made of 100% pure single-source meat. Common options include freeze-dried chicken, duck and beef pieces. No starch, flavor enhancers or preservatives are added. These natural, grain-free treats are high in protein and easy to digest, ideal for dogs and cats. With a single ingredient formula, they are also suitable for pets with sensitive stomachs or those undergoing allergen elimination trials.

Feeding Method: Feed directly as daily training rewards or comforting snacks during grooming such as nail trimming. The treats can also be crumbled and sprinkled over regular pet food.

3. Organ & Seafood Freeze-Dried Treats

Appearance: Regular granules, slices or whole pieces (e.g. freeze-dried capelin, freeze-dried quail, freeze-dried Antarctic krill and freeze-dried chicken hearts).

Product Positioning: Satisfies pets' natural hunting and chewing instincts, and supplies essential trace elements. For example, animal organs are rich in iron and vitamin A.

Feeding Method: Serve the whole pieces directly to pets. Chewing helps clean teeth and consumes excess energy.

4. Functional Freeze-Dried Treats

Appearance: Mostly fine granules or powder.

Product Positioning: Fortified with probiotics, coat-nourishing ingredients such as egg yolk, and functional herbs. They combine the properties of snacks and health supplements.

Feeding Method: A blend of meat and functional additives, these products deliver both palatability and health benefits, and can be served daily as regular treats.

The above is a detailed classification of mainstream freeze-dried pet food. Below, products are divided into **mixed-ingredient products** and **single-ingredient products** based on raw material composition. We conduct a comprehensive comparison from the perspectives of production technology and market feedback to help you select suitable freeze-dried pet treats for wholesale.

1. Mixed-Ingredient Products (Complete Diet & Functional Freeze-Dried Food)

1.1 Production Process & Core Costs

❓ **High R&D Costs:** Mixed-ingredient freeze-dried food requires precise proportioning of raw materials, nutrients, and herbal additives. The formula directly affects palatability, and repeated formula adjustments lead to high R&D costs. This is the main reason why complete diet freeze-dried food and functional freeze-dried treats are priced higher.

❓ **Strict Production Standards:** Production must follow strict hazard control protocols. Manufacturers are required to hold internationally recognized certifications including HACCP and ISO. Factories must be equipped with qualified infrastructure and production capacity, which eliminates many non-compliant producers.

❓ **High Raw Material & Power Consumption:** Products are rapidly frozen below -40°C , then processed in a vacuum environment to sublimate ice directly into water vapor. The operation runs continuously for 24 to 48 hours, resulting in high equipment and electricity costs.

Fresh meat generally contains 70% to 75% moisture. It takes 4 to 5 kilograms of fresh meat to produce 1 kilogram of finished freeze-dried treats. The high raw material consumption makes freeze-dried products more expensive than air-dried pet food.

1.2 Key Selection Criteria for Wholesalers

❓ **Complete Food Alternative:** Formulated with meat, bone, and liver, freeze-dried complete food fully meets pets' daily nutritional needs. It is convenient for daily feeding and outdoor use.

❓ **Irradiation Sterilization:** Products containing bone are recommended to undergo irradiation sterilization, as end customers set strict standards for eliminating Salmonella, E. coli, and other bacteria. Valid test reports are essential to win customer trust.

❓ **Packaging Requirements:** Products must be packed in high-barrier aluminum foil bags with oxygen absorbers. Small packages (100g - 250g) or individual sachets are more popular than bulk bags, effectively preventing moisture absorption and oxidation caused by repeated opening.

2. Single-Ingredient Products (Freeze-Dried Snacks)

2.1 Strict Raw Material Standards

Although the production process is relatively simple, the core advantage of single-ingredient freeze-dried food is the high-quality raw materials. Therefore, strict standards are applied to the appearance, freshness, and moisture content of raw materials. Our factory exclusively uses **human-grade raw materials** to fully preserve nutrients and reduce potential risks of bacteria and viruses.

2.2 Market Positioning: Essential Pet Products

These treats release rich natural meat aroma and strongly appeal to pets' carnivorous instincts. With low market entry barriers and high public recognition, they are a must-have category for all online and physical pet stores. Wholesalers can use these products as mainstream bestsellers to boost sales volume.

2.3 Profit Margin

These products deliver moderate profit margins and are easy to achieve large-scale sales. Thanks to

wide market acceptance, they are ideal choices for new brands and novice wholesalers. They feature short sales cycles, low complaint rates, high inventory turnover, and low stock pressure, serving as foundational items for building a complete sales system.



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