



Euromonitor
International

Other Pet Food in Austria

May 2026

Table of Contents

Other Pet Food in Austria - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Selective Trading up Supports Moderate Value Growth Despite Low Volume Increase

INDUSTRY PERFORMANCE

Selective Trading up Supports Moderate Value Growth Despite Low Volume Increase

Small Mammal/Reptile Food Leads Volumes with Functional and Convenience Appeal

Vitakraft and Multifit Lead Health- and Sustainability-Driven Product Innovations

Chart 1 - Multifit Blütenheu with Added Benefits

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Urban Pet Owners to Drive Steady Growth through Selective Premiumisation

Small Mammal/Reptile Food Will Continue to Lead Growth as Consumers Seek Premium Solutions

Manufacturers to Embrace Sustainability and Innovation to Capture Discerning Consumers

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Brands Strengthen Positions through Private Label and Innovation

Private Label Growth and Innovation Create Competitive Opportunities

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Maintains Dominance with Specialist Appeal

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Other Pet Food

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Other Pet Food

Chart 14 - Population 2021-2031

Chart 15 - Consumer Expenditure 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Care in Austria - Industry Overview](#)

EXECUTIVE SUMMARY

Premiumisation Drives Value Growth Despite Economic Headwinds

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth Despite Economic Headwinds

Dog Food Innovation Captures Consumer Interest with Functional and Fresh Options

Health and Wellness, Premiumisation and Sustainability Impact Pet Care

Chart 18 - Value Sales 2021-2031

Chart 19 - Volume Sales 2021-2031

Chart 20 - Value Sales by Category 2026

Summary 1 - Pet Populations 2021-2026

WHAT'S NEXT?

Pet Owners Will Prioritise Premiumisation and Health, Driving Steady Growth

Cat Food to Remain Largest in Value Terms While Dog Food Will Lead Value Growth with Fresh Innovation

Sustainability and Ai Innovation to Reshape Pet Care Business Strategies

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Manufacturers and Retailers Reshape Landscape through Health Focus

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Fressnapf Drives Specialist Retailers to Top Position with Loyal Customers

Retail E-Commerce Continues to Grow, with Specialists Enhancing Convenience and Trust

Chart 25 - Retail Channels 2021-2026

PRODUCTS

Peturo Drives Health-Focused Innovation with Functional Products

Chart 26 - Mammaly Offers – Prebiotics for Better Gut Health and Immunity

Premium Nutrition From Smoothiedog to Support Dogs' Immune Health

Chart 27 - Smoothiedog Immunio by G.O.A.T.

Innovation and Growth Driven by Sustainability

Chart 28 - Labbvenn Dog Pillow Møvik – Comfort with Sustainability

ECONOMIC CONTEXT

Chart 29 - Economic Context for Pet Care

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Pet Care

Chart 33 - Population 2021-2031

Chart 34 - Consumer Expenditure 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-pet-food-in-austria/report.