



**Euromonitor
International**

Dog Food in Spain

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dog Food

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth Despite Volume Decline

Health-Focused Innovation Fuels Wet Dog Food Growth

Mercadona Capitalises on Private Label Trends with Innovative Launches

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Volume Decline to Temper Dog Food Value Growth Outlook

Dog Treats and Mixers Expected to Accelerate Growth

Innovative Wet Food Formats Expected to Reshape Business Strategies

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Retailers and Affinity Petcare Drive Market Leadership through Strategic Positioning

Fresh Food Innovation Enhance Competitive Dynamics

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets Lead While Pet Shops Gain through Personalised Service

Retail E-Commerce Reshapes Buying Habits with Promotions and Subscription Models

Chart 9 - Retail Channels 2021-2026

PRODUCTS

Dr. Zoo Drives Premium and Health-Focused Innovation

Chart 10 - Dr Zoo Launches Dog Snacks

El Lobo Innovates with Healthy and Convenient Products

Chart 11 - El Lobo Launched Nougat for Dogs

Mercadona'S Private Label Expansion Reshapes Competitive Dynamics

Chart 12 - Mercadona Launches Chicken Nuggets for Dogs

ECONOMIC CONTEXT

Chart 13 - Economic Context for Dog Food

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Dog Food

Chart 17 - Population 2021-2031

Chart 18 - Consumer Expenditure 2021-2031

Chart 19 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Pet Care Growth Driven by Stable Economic Backdrop

Cat Food Shows Dynamic Premium-Driven Growth

Health Innovation Shapes Pet Care Consumption

Chart 21 - Value Sales 2021-2031

Chart 22 - Volume Sales 2021-2031

Chart 23 - Value Sales by Category 2026

Chart 24 - Pet Populations 2021-2026

WHAT'S NEXT?

Rising Pet Care Value Driven by Increased Spending and Demographic Shifts

Cat Population Growth and Wet Food Innovation to Sustain Cat Food's Lead

Chart 25 - Analyst Insight for Pet Care

Preventive Health Mindset to Fuel Demand for Pet Dietary Supplements

Chart 26 - Forecast Value Sales 2021-2031

Chart 27 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Private Label Brands and Affinity Petcare Maintain Positions through Strategic Offerings

Affinity Petcare Acquisition and Fresh Food Innovation Reshape Growth Prospects

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Leadership in Pet Care Distribution

Retail E-Commerce Accelerates Growth by Enhancing Convenience and Trust

Chart 30 - Retail Channels 2021-2026

PRODUCTS

Purina Enhances Emotional Bonding with Innovative Liquid Cat Snacks

El Lobo Taps Humanisation with Natural Health-Focused Dog Snacks

ECONOMIC CONTEXT

Chart 31 - Economic Context for Pet Care

Chart 32 - Real Gdp Growth 2021-2031

Chart 33 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 34 - Consumer Context for Pet Care

Chart 35 - Population 2021-2031

Chart 36 - Consumer Expenditure 2021-2031

Chart 37 - Population by Generation 2026

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/dog-food-in-spain/report.