



Euromonitor
International

Pet Products in Germany

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Pet Products

INDUSTRY PERFORMANCE

Premium Brands Expand Despite Cautious Consumer Spending and Search for Promotions

Lifestyle Accessories Drive Value Sales in Other Pet Products, While Pet Healthcare Grows Rapidly

Innovative Brands Leverage Premiumisation and Ai for Expansion

Chart 2 - Aniforte Extends Its Range of Natural Pet Healthcare Products

Chart 3 - Tractive's Gps Tracker with New Features

Chart 4 - Value Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Retailers and Brands Will Innovate to Meet Rising Demand for Functional and Sustainable Products

Premium Accessories Will Sustain Dominance of Pet Products, While Pet Healthcare to See Dynamism

Functional Innovation and Sustainability Expected to Reshape Product Development and Retail Strategies

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Trixie Heimtierbedarf Maintains Its Lead While Private Label Is Reshaping the Competition

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Dominates Distribution While E-Commerce Expands Its Retail Reach

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Premiumisation and Smart Technology Shape New Product Development

Brands Introduce Luxury Accessories and Connected Health Devices

Direct-To-Consumer Models and Private Label Expansion Alter Retail Dynamics

Chart 11 - Premium Brand Cloud7 Continues to Expand Its Offer of Fashionable Accessories

ECONOMIC CONTEXT

Chart 12 - Economic Context for Pet Products

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Pet Products

Chart 16 - Population 2021-2031

Chart 17 - Consumer Expenditure 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

German "Pet Parents" Drive Premium Spending Amid Economic Pressures

Cat Food Leads Value Sales as Urban Pet Preferences Shift in 2026

Stelling'S Tierlando Taps Premium Lifestyle Demand with Orthopaedic Beds

Chart 20 - Tierlando Offers an Orthopedic Dog Bed on Fressnapf Online Shop

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?

Consumers Set to Drive Growth through Premiumisation and Health Focus

Chart 25 - Analyst Insight for Pet Care

Cat Food to Remain the Largest by Value, While Dog Food Will Lead Retail Volumes

Retail E-Commerce and Private Label Polarisation to Reshape Retail and Product Strategies

Chart 26 - Forecast Value Sales 2021-2031

Chart 27 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Fressnapf and Mars Navigate Pricing and Premium Competition to Retain Leadership

Vegdog Carves Out a Niche with Vegan Dog Food Innovation

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Leads Distribution While Grocery Retailers Remains Important but Declining

Importance of Retail E-Commerce, with Growth for D2c Models

Chart 30 - Butternut Box Available D2c Online via Subscription in Germany

Chart 31 - Retail Channels 2021-2026

PRODUCTS

Pet Humanisation and Preventative Health Shape New Product Development

Brands Introduce Functional Snacks and Health-Related Accessories

Direct-To-Consumer Models Alter Retail Dynamics

Chart 32 - Mjamjam Offers Cocktails, with Premium Meat and Extra Sauce to Stay Hydrated

ECONOMIC CONTEXT

Chart 33 - Economic Context for Pet Care

Chart 34 - Real Gdp Growth 2021-2031

Chart 35 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 36 - Consumer Context for Pet Care

Chart 37 - Population 2021-2031

Chart 38 - Consumer Expenditure 2021-2031

Chart 39 - 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/pet-products-in-germany/report.