



Euromonitor
International

Dog Food in Israel

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Rising Dog Ownership and Premiumisation Trends

Chart 1 - Holistic and Grain-Free Products Expand across Dog Food

Premium Dry Food Dominates as Holistic and Grain-Free Options Gain Traction

Functional Nutrition Reshape Product Innovation and Consumer Choices

Chart 2 - Preventive and Functional Nutrition Drives Dog Food

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Functional Treats and Premium Dry Food to Drive Steady Growth

Sustainability Expected to Shape Product Innovation

Specific Formulas to Reinforce Premium Dry Food and Veterinary Diets

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions through Diverse Portfolios and Strong Distribution

Premiumisation and Specialised Nutrition Fuel Innovation and Competitive Differentiation

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead Sales through Wide Variety and Specialised Advice

Retail E-Commerce Reshapes Purchasing Habits with Convenience and Bulk Buying

Chart 10 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 11 - Economic Context for Dog Food

Chart 12 - Real GDP Growth 2021-2031

Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Dog Food

Chart 15 - Population 2021-2031

Chart 16 - Consumer Expenditure 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Driven by Premium and Health-Conscious Consumers

Chart 18 - Pet Humanisation Drives Shift Towards Premium Pet Care

Dog Food Leads Sales Supported by Premiumisation and Sustainability

Health and Wellness Drives Innovation in Pet Products with Health Focus

Chart 19 - Blurring Boundaries between Food, Treats and Supplements

Chart 20 - Value Sales 2021-2031

Chart 21 - Volume Sales 2021-2031

Chart 22 - Value Sales by Category 2026

Chart 23 - Pet Populations 2021-2026

WHAT'S NEXT?

Brands Expanding Specialised Nutrition to Meet Rising Health Demands

Premiumisation Expected to Redefine Product Innovation

Technology Integration Expected to Create New Consumer Experiences

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Biopet Ltd Strengthens Lead through Broad Portfolio and Distribution

Chart 26 - Preventive Nutrition and Wellbeing Solutions Shape Pet Care

Premium and Specialised Nutrition Trends Drive Competitive Dynamics

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead Sales Due to Wide Variety and Specialised Advice

Retail E-Commerce Platforms Capitalise on Convenience and Competitive Pricing

Chart 29 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 30 - Economic Context for Pet Care

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Pet Care

Chart 34 - Population 2021-2031

Chart 35 - Consumer Expenditure 2021-2031

Chart 36 - 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/dog-food-in-israel/report.