



Euromonitor
International

Pet Care in Ukraine

June 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Consumers Invest in Premium Pet Care Amid Economic Uncertainty

Cat Food Leads Growth Driven by Pet Health and Wellness

Ukrainian Retailers Adopt Omnichannel Strategies to Capture Demand

Chart 2 - Online Pet Retailers Expand into Physical Stores

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

Chart 6 - Pet Populations 2021-2026

WHAT'S NEXT?

Consumers to Drive Sustained Growth with Premium Options

Shifting Ownership Patterns to Reinforce Demand for Specialised Pet Nutrition

Manufacturers and Retailers to Adapt with Innovation to Capture Evolving Demand

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Maintain Positions through Innovation and Portfolio Breadth

Borysfen Trade Disrupts Economy Segment with Rapid Distribution Growth

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead through Premium Diets and Professional Advice

Aurora's Kus Brand Expands Variety Stores' Reach into Pet Food with Affordability

Retail E-Commerce Growth Accelerates through Convenience and Broad Assortments

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Kormotech's Gourmet Collaboration Signals Premiumisation across Pet Care Products

Chart 12 - Premiumisation Continues Despite Economic Pressure

Waudog's Functional Treats Reflect Growing Emphasis on Pet Health and Wellness

Chart 13 - Functional and Wellness-Oriented Products Expands

ECONOMIC CONTEXT

Chart 14 - Economic Context for Pet Care

Chart 15 - Real Gdp Growth 2021-2031

Chart 16 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 17 - Consumer Context for Pet Care

Chart 18 - Population 2021-2031

Chart 19 - Consumer Expenditure 2021-2031

Chart 20 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Cat Food in Ukraine](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cat Food Summary

INDUSTRY PERFORMANCE

Rising Cat Ownership and Economic Shifts Sustain Strong Sales Growth

Chart 21 - Delickcious by Kormotech Collaborates with Chef Yevhen Klopotenko

Wet Cat Food Leads Sales While Cat Treats and Mixers Surge

Chart 22 - Preventive Nutrition and Functional Ingredients Drive Innovation

Local Retailers Expand Physical Presence to Strengthen Omnichannel Reach

Chart 23 - Value Sales 2021-2031

Chart 24 - Volume Sales 2021-2031

Chart 25 - Value Sales by Category 2026

WHAT'S NEXT?

Premiumisation to Drive Sustained Value Growth of Cat Food

Innovation in Cat Treats and Mixers to Propel Fastest Growth Trajectory

Local Production to Enhance Competitiveness Amid Supply Challenges

Chart 26 - Forecast Value Sales 2021-2031

Chart 27 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Kormotech and Nestlé Reinforce Lead through Innovation and Broad Portfolios

Innovation and Local Production Boost Competitive Edge and Consumer Choice

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead with Omnichannel Integration

Avrora Expands Reach, Boosting Economy Segment Access

Retail E-Commerce Growth Reshapes Convenience for Cat Food Buyers

Chart 30 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 31 - Economic Context for Cat Food

Chart 32 - Real Gdp Growth 2021-2031

Chart 33 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 34 - Consumer Context for Cat Food

Chart 35 - Population 2021-2031

Chart 36 - Consumer Expenditure 2021-2031

Chart 37 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Dog Food in Ukraine](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

INDUSTRY PERFORMANCE

Economic Volatility Drives Resilient Growth and Premiumisation among Urban Small Dog Owners

Chart 38 - Kus From Aurora

Dry Dog Food Leads Value Share as Treats and Wet Food Drive Dynamic Growth

Pethouse and Aurora Drive Omnichannel and Private Label Growth Reshaping Consumer Choice

Chart 39 - Bright Novelties in H&W Treats

Chart 40 - Value Sales 2021-2031

Chart 41 - Volume Sales 2021-2031

Chart 42 - Value Sales by Category 2026

WHAT'S NEXT?

Premiumisation and Pet Humanisation to Drive Sustained Value Growth

Sustainable Formulations Set to Gain Traction in Ukrainian Dog Food

Functional Innovations Expected to Reshape Product Offerings

Chart 43 - Forecast Value Sales 2021-2031

Chart 44 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Domestic and International Players Shape Evolving Market Shares

Emerging Local Brands and Product Innovation Drive Market Disruption and Opportunity

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

CHANNELS

Masterzoo and Specialised Pet Shops Consolidate Leadership Amid Growing Omnichannel Presence

Aurora'S Discount Chain Expands Access to Economy Dog Food with Logistics Investment

Retail E-Commerce Grows with Omnichannel and Convenience Strategies

Chart 47 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 48 - Economic Context for Dog Food

Chart 49 - Real Gdp Growth 2021-2031

Chart 50 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 51 - Consumer Context for Dog Food

Chart 52 - Population 2021-2031

Chart 53 - Consumer Expenditure 2021-2031

Chart 54 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Other Pet Food in Ukraine](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Economic Challenges and Population Shifts Constrain Growth Despite Income Gains

Chart 55 - Versele-Laga and Tetra Strengthen Premium Segment of Pet Nutrition

Bird Food Leads in Volume as Fish and Small Mammal/Reptile Food Face Challenges

Versele-Laga and Pethouse Drive Premiumisation and Omnichannel Growth

Chart 56 - Functional Ingredients and Natural Diets Gain Traction

Chart 57 - Value Sales 2021-2031

Chart 58 - Volume Sales 2021-2031

Chart 59 - Value Sales by Category 2026

WHAT'S NEXT?

Economic Recovery and Niche Consumer Demand to Shape Growth Trajectory

Premiumisation and Health Innovation to Drive Strategic Business Evolution

Chart 60 - Forecast Value Sales 2021-2031

Chart 61 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Tetra Maintains Leadership through Product Variety and Innovative Marketing

Chart 62 - Company Shares 2025

Chart 63 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead Retail as Chains Consolidate and Expand

Retail E-Commerce Rapidly Gains Share Driven by Convenience and Price Transparency

Chart 64 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 65 - Economic Context for Other Pet Food

Chart 66 - Real Gdp Growth 2021-2031

Chart 67 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 68 - Consumer Context for Other Pet Food

Chart 69 - Population 2021-2031

Chart 70 - Consumer Expenditure 2021-2031

Chart 71 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Products in Ukraine](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

INDUSTRY PERFORMANCE

Strong Value Growth Driven by Inflation and Rising Healthcare Demand

Chart 72 - Quality and Functionality Drive Premium Pet Product Demand

Pet Healthcare Leads Value with Premiumisation Boosting Cat Litter and Accessories

Chart 73 - Growing Focus on Preventative Pet Healthcare

Key Online Retailers Expand Offline to Create Omnichannel Pet Care Experiences

Chart 74 - Value Sales 2021-2031

Chart 75 - Value Sales by Category 2026

WHAT'S NEXT?

Pet Healthcare Expansion to Drive Pet Products' Value Growth
Urban Pet Owners to Embrace Technology and Innovation
Rising Cat Population to Drive Dedicated Feline Product Innovation in Ukraine
Chart 76 - Forecast Value Sales 2021-2031
Chart 77 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies and Local Players Intensify Competition, Reshaping Market Concentration
Chart 78 - Company Shares 2025
Chart 79 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead Retail Driven by Consumer Demand and Professional Advice
Toy Retailers Expand Pet Offerings Responding to Consumer Lifestyle Trends
Retail E-Commerce Expansion and Logistics Growth Reshape Pet Care Distribution
Chart 80 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 81 - Economic Context for Pet Products
Chart 82 - Real Gdp Growth 2021-2031
Chart 83 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 84 - Consumer Context for Pet Products
Chart 85 - Population 2021-2031
Chart 86 - Consumer Expenditure 2021-2031
Chart 87 - 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/pet-care-in-ukraine/report.