



Dog Food in China

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

Steady Retail Value Growth Supported by Urbanisation, and Premium Demand among Younger Pet Owners

Dry Dog Food Leads Volume Sales, While Wet Dog Food Leads Growth Due to Health Benefits

Hill's Leverages Health-Driven Innovation to Capture Discerning Pet Owners

Multifunctional Dog Treats and Mixers Drive Premiumisation

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

Chart 5 - Hill's Science Diet Launches New Dog Food for Targeted Weight Management

Chart 6 - Crazydog Highlights Health Benefits Through Single Ingredient Whole-Cut Jerky Treats

WHAT'S NEXT?

Premiumisation and Functional Nutrition Set to Drive Value Growth Amid Minimal Volume Rise

Brands Set to Innovate with Targeted Formulae and Embrace Ai to Personalise Pet Nutrition

Chart 7 - What's Next? for Dog Food

Functional Innovation and New Processing Technologies to Reshape Competition and Consumer Engagement

Chart 8 - Forecast Value Sales 2021-2031

Chart 9 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players Consolidate Positions through Innovation and Channel Breadth

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Retail E-Commerce Outpaces Offline Channels through Social Commerce and Instant Retail

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Move Towards Health, Transparency, and Versatile Feeding Solutions in Dog Food

Health and Versatility Are Notable Features of Product Innovation

Chart 13 - Pure Natural Launches Dry Dog Food for Puppies, Mixing Kibble and Freeze-Dried Ingredients

Brands Successfully Build Consumer Trust through Innovation and Quality

ECONOMIC CONTEXT

Chart 14 - Economic Context for Dog Food

Chart 15 - Real Gdp Growth 2021-2031

Chart 16 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 17 - Consumer Context for Dog Food

Chart 18 - Population 2021-2031

Chart 19 - Consumer Expenditure 2021-2031

Chart 20 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Pet Ownership and Evolving Consumer Attitudes

Cat Food Leads Volume Growth While Pet Products Drives Value Expansion

Royal Canin Leads Pet Wellness Innovation

Chart 22 - Royal Canin Dry and Wet Food for Senior Cats

Premium and AI-Integrated Pet Care Products Increasingly Important

Chart 23 - HONESTBITE Expands its Portfolio with Complete premium Baked Food Line

Chart 24 - Value Sales 2021-2031

Chart 25 - Volume Sales 2021-2031

Chart 26 - Value Sales by Category 2026

Chart 27 - Pet Populations 2021-2026

WHAT'S NEXT?

Rising Incomes and Targeted Nutrition to Drive Steady Expansion

Leading Brands Will Adopt Science and AI to Personalise and Prove Health Benefits

Chart 28 - What's Next? for Pet Care

Regulatory Tightening and R&D Focus Will Accelerate Premiumisation and Consolidation

Chart 29 - Forecast Value Sales 2021-2031

Chart 30 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Gambol Pet Group and Royal Canin Shape Premiumisation with Innovation and Value

Rosy Fresh and Baked Food Innovations Accelerate Diversification and Supply Chain Control

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads Distribution with Rapid Digital Channel Innovation

Chart 33 - Retail Channels 2021-2026

PRODUCTS

Health and Wellness Driving Functional Nutrition

Artificial Intelligence Is Transforming Care Ecosystems

Chart 34 - Petkit Introduces the World's First Fully Automatic AI Wet Food Feeder

Accessible Premiumisation and Advanced Manufacturing

ECONOMIC CONTEXT

Chart 35 - Economic Context for Pet Care

Chart 36 - Real Gdp Growth 2021-2031

Chart 37 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 38 - Consumer Context for Pet Care

Chart 39 - Population 2021-2031

Chart 40 - Consumer Expenditure 2021-2031

Chart 41 - 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-china/report.