



Euromonitor
International

Pet Care in South Africa

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

Steady Recovery and Premium Demand Fuel Growth Amid Economic Challenges

Chart 2 - Petshop Science Opens More Than 40 New Branches

Dog Food Dominates Value While Cat Food Sees Fastest Growth

Petshop Science Expands Nationwide as Health Trends Shape Purchasing

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?

Dog Food to Maintain Dominance While Cat Food Leads Growth

Health and Wellness Focus to Drive Innovation and Premium Demand among Pet Owners

Retailers to Leverage E-Commerce and Value Strategies to Capture Diverse Pet Owner Segments

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position Amid Recall Challenges

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Lead as Pet Shops Expand Amid Shifting Preferences

E-Commerce Enhances Convenience for Premium Pet Care Shoppers

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Petshop Science Expands Rapidly, Enhancing Specialist Retail Access Nationwide

Hill's Introduces Digestive Care Products, Meeting Rising Health and Wellness Demand

Chart 12 - Hills Introduces Digestive Care Products

ECONOMIC CONTEXT

Chart 13 - Economic Context for Pet Care

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Pet Care

Chart 17 - Population 2021-2031

Chart 18 - Consumer Expenditure 2021-2031

Chart 19 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Cat Food in South Africa

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cat Food Summary

INDUSTRY PERFORMANCE

Premiumisation Drives Growth Amid Stabilising Inflation and Income Dynamics

Chart 20 - Petshop Science Partners with Checkers Sixty60

Dry Cat Food Leads Value, While Wet Cat Food Drives Growth

Product Launches and Partnerships Expand Premium Reach

Chart 21 - Premium Cat Treat Launched in South Africa

Chart 22 - Value Sales 2021-2031

Chart 23 - Volume Sales 2021-2031

Chart 24 - Value Sales by Category 2026

WHAT'S NEXT?

Rising Cat Ownership and Income Growth to Drive Expansion across Price Tiers

Premiumisation and Health Focus to Fuel Value Growth across Categories

Chart 25 - Use of Microbiome Innovations for Pet Digestive Health

E-Commerce to Reshape Purchasing Behaviour and Innovation

Chart 26 - Forecast Value Sales 2021-2031

Chart 27 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Companies Defend Lead Amid Brand Confidence Challenges

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution through Convenience and Affordability

Retail E-Commerce Captures Convenience-Driven Consumers with Premium Product Access

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 South Africa

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

KEY INDUSTRY TRENDS

Chart 38 - Key Industry Trends for Dog Food

INDUSTRY PERFORMANCE

Urbanisation and Affordability Shape Dog Food Demand Amid Economic Pressures

Dry Dog Food Dominates Value and Leads Growth through Health Focus

Chart 39 - Rcl Foods Pet Food Recall over Health Concerns

Health Concerns Drive Market Shifts in Dog Food

Chart 40 - Value Sales 2021-2031

Chart 41 - Volume Sales 2021-2031

Chart 42 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers to Prioritise Health and Wellness, Driving Steady Growth

Dry Dog Food to Remain Dominant and Lead Growth

Pet Shops to Expand Online Presence, Widening Access and Boosting Sales

Chart 43 - Forecast Value Sales 2021-2031

Chart 44 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Manufacturers Maintain Lead Despite Emerging Competition and Challenges

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution through Affordability

Pet Shops and Veterinary Clinics Expand Specialised Offerings to Capture Niche Demand

Retail E-Commerce Maintains Importance Amid Evolving Consumer Preferences

Chart 47 - Retail Channels 2021-2026

PRODUCTS

Rcl Foods Recall and Petshop Science Private Label Exemplify Innovation Trends

Chart 48 - Petshop Science Launches New Private Label Range

ECONOMIC CONTEXT

Chart 49 - Economic Context for Dog Food

Chart 50 - Real Gdp Growth 2021-2031

Chart 51 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 52 - Consumer Context for Dog Food

Chart 53 - Population 2021-2031

Chart 54 - Consumer Expenditure 2021-2031

Chart 55 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Other Pet Food in South Africa](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Slow Volume Growth Amid Improving Retail Sales Reflects Cautious Consumer Spending

Bird Food Dominates While Fish Food Gains Momentum with Wellness Positioning

Chart 56 - Guppy King Growth Fish Food Is High in Protein and Nutrients

Petshop Science Expands into Checkers Sixty60 Boosting Availability and Sales

Chart 57 - Petshop Science Sales Grow by More Than 50%

Chart 58 - Value Sales 2021-2031

Chart 59 - Volume Sales 2021-2031

Chart 60 - Value Sales by Category 2026

WHAT'S NEXT?

Urbanisation and Economic Recovery to Drive Demand for Exotic Pet Food

Bird Food to Maintain Leadership While Fish Food Captures Fastest Growth

Health-Focused Innovation and Social Media to Shape Future Growth and Strategies

Chart 61 - Forecast Value Sales 2021-2031

Chart 62 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Players Maintain Lead in Concentrated Market

Chart 63 - Company Shares 2025

Chart 64 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Expand to Dominate Distribution with Trusted Expertise

Limited Retail E-Commerce Presence Offers Growth Opportunities through Digital Channels

Chart 65 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 66 - Economic Context for Other Pet Food

Chart 67 - Real Gdp Growth 2021-2031

Chart 68 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 69 - Consumer Context for Other Pet Food

Chart 70 - Population 2021-2031

Chart 71 - Consumer Expenditure 2021-2031

Chart 72 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Products in South Africa](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

INDUSTRY PERFORMANCE

Rising Pet Healthcare Demand Drives Sustained Growth Amid Evolving Consumer Needs

Cat Litter Leads Growth as Demand for Hygiene and Convenience Intensifies

Ai-Powered Veterinary Tools Enhance Personalised Care and Accelerate Product Adoption

Chart 73 - Veterinary Care Platform Launched Online

Chart 74 - Value Sales 2021-2031

Chart 75 - Value Sales by Category 2026

WHAT'S NEXT?

South African Pet Owners to Increase Investment in Specialised Health Products Amid Improving Economy
Pet Healthcare to Remain Largest While Cat Litter Drives Growth
Digital Transformation and Health Focus to Reshape Pet Product Retail and Consumer Engagement
Chart 76 - Forecast Value Sales 2021-2031
Chart 77 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Companies Strengthen Leadership through Broad Portfolios and Trust
Chart 78 - Company Shares 2025
Chart 79 - Brand Shares 2025

CHANNELS

Pet Shops Leverage Expert Advice and Product Range to Dominate Sales
Retail E-Commerce Expands as Convenience and Health Drive Online Growth
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-south-africa/report.