



Euromonitor  
International

# Pet Care in Israel

July 2026

Table of Contents

## EXECUTIVE SUMMARY

2026 Developments

## KEY DATA INSIGHTS

### INDUSTRY PERFORMANCE

Steady Growth Driven by Premium and Health-Conscious Consumers

Chart 1 - 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 2 - Blurring Boundaries between Food, Treats and Supplements

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?

Brands Expanding Specialised Nutrition to Meet Rising Health Demands

Premiumisation Expected to Redefine Product Innovation

Technology Integration Expected to Create New Consumer Experiences

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Biopet Ltd Strengthens Lead through Broad Portfolio and Distribution

Chart 9 - Preventive Nutrition and Wellbeing Solutions Shape Pet Care

Premium and Specialised Nutrition Trends Drive Competitive Dynamics

Chart 10 - Company Shares 2025

Chart 11 - 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 12 - Retail Channels 2021-2026

### 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

## KEY DATA INSIGHTS

## 2026 DEVELOPMENTS

## INDUSTRY PERFORMANCE

Owners Prioritise Premium and Functional Nutrition Amid Steady Growth

Chart 20 - Hybrid Feeding Concepts Expand in Cat Food

Dry Cat Food Leads Sales as Treats and Mixers Capture New Growth Opportunities

Brands Adopt Health and Wellness Focus to Meet Evolving Cat Owner Needs

Chart 21 - Preventative and Functional Nutrition Shapes Cat Food

Chart 22 - Value Sales 2021-2031

Chart 23 - Volume Sales 2021-2031

Chart 24 - Value Sales by Category 2026

## WHAT'S NEXT?

Manufacturers Expected to Focus on Premium Products Amid Steady Growth

Functional Nutrition Anticipated to Drive Innovation in Israel's Cat Food

Sustainability and Environmental Awareness to Influence Product Development

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Biopet and Nestlé Purina Reinforce Lead through Diverse Portfolios and Nutrition Focus

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

## CHANNELS

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

Retail E-Commerce Expansion Driven by Convenience, Pricing and Digital Innovation

Chart 29 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 30 - Economic Context for Cat Food

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 33 - Consumer Context for Cat Food

Chart 34 - Population 2021-2031

Chart 35 - Consumer Expenditure 2021-2031

Chart 36 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

[Dog Food in Israel](#)

## KEY DATA INSIGHTS

## 2026 DEVELOPMENTS

Dog Food Summary

## INDUSTRY PERFORMANCE

Strong Growth Driven by Rising Dog Ownership and Premiumisation Trends

Chart 37 - 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 38 - Preventive and Functional Nutrition Drives Dog Food

Chart 39 - Value Sales 2021-2031

Chart 40 - Volume Sales 2021-2031

Chart 41 - 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 42 - Forecast Value Sales 2021-2031

Chart 43 - 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 44 - Company Shares 2025

Chart 45 - 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 46 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 47 - Economic Context for Dog Food

Chart 48 - Real GDP Growth 2021-2031

Chart 49 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 50 - Consumer Context for Dog Food

Chart 51 - Population 2021-2031

Chart 52 - Consumer Expenditure 2021-2031

Chart 53 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

[Other Pet Food in Israel](#)

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Other Pet Food Summary

## INDUSTRY PERFORMANCE

Rising Disposable Income Supports Steady Value Growth Amid Volume Decline

Chart 54 - Higher-Quality Formulas Gain Traction in Other Pet Food in Israel

Fish Food Maintains Value Growth Driven by Aquarium Enthusiasts

Manufacturers Enhance Specialised Nutrition to Capture Premium and Wellness Trends

Chart 55 - Functional Nutrition Gains Importance in Other Pet Food

Chart 56 - Value Sales 2021-2031

Chart 57 - Volume Sales 2021-2031

Chart 58 - Value Sales by Category 2026

## WHAT'S NEXT?

Owners Prioritise Premium Nutrition Amid Modest Growth

Fish Food to Retain Largest Category, Supported by Aquarium Keeping  
Health-Focused Formulations to Gain Ground as Owner Awareness Grows  
Chart 59 - Forecast Value Sales 2021-2031  
Chart 60 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Leading Companies Consolidate Control through Brand Strength and Distribution  
Chart 61 - Company Shares 2025  
Chart 62 - Brand Shares 2025

## CHANNELS

Pet Shops Lead Distribution While Veterinary Clinics Expand Retail Presence  
Convenience and Choice Fuel Retail E-Commerce Growth Alongside Omnichannel Integration  
Chart 63 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 64 - Economic Context for Other Pet Food  
Chart 65 - Real GDP Growth 2021-2031  
Chart 66 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 67 - Consumer Context for Other Pet Food  
Chart 68 - Population 2021-2031  
Chart 69 - Consumer Expenditure 2021-2031  
Chart 70 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

[Pet Products in Israel](#)

## KEY DATA INSIGHTS

## 2026 DEVELOPMENTS

Pet Products Summary

## INDUSTRY PERFORMANCE

Rising Pet Ownership and Humanisation Fuel Steady Growth in Premium Pet Products  
Pet Healthcare Leads Value with Other Pet Products Driving Dynamic Growth  
Premiumisation Drives Product Innovation with Eco-Friendly and Tech-Enabled Solutions  
Chart 71 - Value Sales 2021-2031  
Chart 72 - Value Sales by Category 2026

## WHAT'S NEXT?

Rising Pet Ownership and Health-Focused Innovation to Drive Steady Growth  
Sustainability to Emerge as a Key Differentiating Factor in Israel's Pet Products Market  
Technology and Enrichment-Focused Products to Gain Traction as Humanisation Deepens  
Chart 73 - Forecast Value Sales 2021-2031  
Chart 74 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Biopet Ltd Strengthens Dominance with Diversified Portfolio and Innovation  
Chart 75 - Company Shares 2025  
Chart 76 - Brand Shares 2025

## CHANNELS

Pet Shops and Superstores Retain Lead in Pet Products Distribution

Omnichannel Strategies Enhances Consumer Engagement

Retail E-Commerce Expands with Subscription Models and Fast Delivery

Chart 77 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 78 - Economic Context for Pet Products

Chart 79 - Real GDP Growth 2021-2031

Chart 80 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 81 - Consumer Context for Pet Products

Chart 82 - Population 2021-2031

Chart 83 - Consumer Expenditure 2021-2031

Chart 84 - 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-israel/report](https://www.euromonitor.com/pet-care-in-israel/report).