



Euromonitor
International

Dog Food in South Korea

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

Economic Pressures Deepen Price Sensitivity as Consumers Prioritise Value

Chart 2 - Industry Performance for Dog Food

Dry Dog Food Dominates Sales through Practical Appeal

Manufacturers Adapt to Price Sensitivity by Prioritising Health and Age-Specific Nutrition

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers to Adapt Spending Amid Stagnant Dog Population and Economic Pressures

Dry Dog Food to Remain Largest in Value Amid Polarised Pricing

Brands to Leverage Scientific Credentials and Affordability to Rebuild Trust and Capture Growth

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions Amid Cautious Consumer Sentiment

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

E-Commerce Expands Lead as Offline Channels Lose Ground Amid Changing Shopper Preferences

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Hill'S and Wooriwa Lead Targeted Launches Addressing Specific Health Needs and Senior Segments

Chart 11 - Hill'S Launches Vet-Exclusive Science Diet Targeting Digestive and Skin Health

Format Innovation and Functional Benefits Support Brand Positioning Amid Market Challenges

Chart 12 - Wooriwa Introduces More Granular Segmentation within Senior Dog Nutrition

ECONOMIC CONTEXT

Chart 13 - Economic Context for Dog Food

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Dog Food

Chart 17 - Population 2021-2031

Chart 18 - Consumer Expenditure 2021-2031

Chart 19 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Cautious Consumer Spending Shapes Slower Growth Despite Resilient Demand

Pet Products Leads in Value While Cat Food Captures Fastest Growth

Brands Innovate with Affordable Quality Amid Downtrading and Premium Selectivity

Chart 21 - Royal Canin Expands Senior Cat Range

Chart 22 - Value Sales 2021-2031

Chart 23 - Volume Sales 2021-2031

Chart 24 - Value Sales by Category 2026

Chart 25 - Pet Populations 2021-2026

WHAT'S NEXT?

Cat Food Growth to Drive Overall Expansion Amid Stagnant Dog Food Volume

Chart 26 - Analyst Insight for Pet Care

Top Companies to Expand Lead as Value and Premium Offerings Gain Traction

Rising Income to Support Selective Spending Amid Inflation and Cautious Consumers

Chart 27 - Forecast Value Sales 2021-2031

Chart 28 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Position as Market Polarisation Intensifies

Market Consolidation and Niche Innovation Shape Evolving Competitive Dynamics

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Major E-Commerce Platforms Strengthen Dominance as Offline Channels Decline

Chart 31 - Retail Channels 2021-2026

PRODUCTS

Brands Adapt to Cautious Consumers by Prioritising Value and Functionality

Catsrang and Royal Canin Lead Innovation with Targeted Affordable and Premium Products

Chart 32 - Catsrang Expands into Functional Ranges as Consumers Trade Down

Market Polarisation Intensifies as Trusted Brands Capitalise on Price-Sensitive Consumers

ECONOMIC CONTEXT

Chart 33 - Economic Context for Pet Care

Chart 34 - Real Gdp Growth 2021-2031

Chart 35 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 36 - Consumer Context for Pet Care

Chart 37 - Population 2021-2031

Chart 38 - Consumer Expenditure 2021-2031

Chart 39 - 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-south-korea/report.