



Euromonitor
International

Top Five Trends in Pet Care

July 2025

Table of Contents

TOP FIVE TRENDS IN PET CARE

Our expert's view of pet care in 2025

Key findings

INTRODUCTION

Pet demographics are shifting, but dogs are still key

Top five trends in pet care

Top five trends uncovered

MODERATING VOLUMES

Volumes at risk as pricing and pet demographics reshape pet care demand

Bark Bistro blurs category lines between treats and supplements

Pramy's expansive cat food portfolio signals strategic emphasis on cats

Navigating "moderating volumes": Growth opportunities in 2025

PUSH FOR PREMIUM

Emotional economics enables premiumisation as pet owners look beyond price tags

General Mills invests in new age premium brands

The double-edged sword of premiumisation

Kaniva displaces incumbents and gains category prominence

Navigating "push for premium": Growth opportunities in 2025

HOMING IN ON HEALTH

Humanisation of pet health is driving category growth

Innovation opportunities in pet health exist across different touchpoints

PawPa™ Regen offers regenerative healing for ageing dogs

Charmy's herbal food line taps into traditional Chinese herbs

Navigating "homing in on health": Growth opportunities in 2025

CHANNEL DYNAMICS

Pet owners around the world are navigating aisles and apps

Coles Group launches online pet store, Swaggle; offers "petsonalisation"

Leading British supermarkets list Boost Pet Food on shelves

Navigating "channel dynamics": Growth opportunities in 2025

AI INTEGRATION

Generative AI paves the way for the next era of pet rearing

AI in pet nutrition: Ollie launches AI-powered solution

AI in pet retail: Petbarn x Microsoft launch generative pet AI solution

AI in pet products: Sphinx raises funds for smart wet feeder for cats

Navigating "AI integration": Growth opportunities in 2025

CONCLUSION

Future implications

Opportunities for growth

Explore differentiation opportunities in pet care

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/top-five-trends-in-pet-care/report.