

# Dog Food in the Philippines

April 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rebound for mid-priced dry dog food in 2024 as price rises ease  
Economy segment benefits from trading down in 2023, and remains resilient in 2024  
Premium segment remains resilient

PROSPECTS AND OPPORTUNITIES

Functional dog food expected to see rising popularity  
Polarisation as price increases set to continue  
International pet food manufacturers likely to bolster growth

CATEGORY INDICATORS

Table 1 - Dog Owning Households: % Analysis 2019-2024  
Table 2 - Dog Population 2019-2024  
Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 1 - Dog Food by Price Band 2024  
Table 4 - Sales of Dog Food by Category: Volume 2019-2024  
Table 5 - Sales of Dog Food by Category: Value 2019-2024  
Table 6 - Sales of Dog Food by Category: % Volume Growth 2019-2024  
Table 7 - Sales of Dog Food by Category: % Value Growth 2019-2024  
Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024  
Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024  
Table 10 - NBO Company Shares of Dog Food: % Value 2019-2023  
Table 11 - LBN Brand Shares of Dog Food: % Value 2020-2023  
Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023  
Table 13 - Distribution of Dog Food by Format: % Value 2019-2024  
Table 14 - Forecast Sales of Dog Food by Category: Volume 2024-2029  
Table 15 - Forecast Sales of Dog Food by Category: Value 2024-2029  
Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029  
Table 17 - Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

Pet Care in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for pet care?

MARKET INDICATORS

Table 18 - Pet Populations 2019-2024

MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2019-2024  
Table 20 - Sales of Pet Care by Category: Value 2019-2024  
Table 21 - Sales of Pet Food by Category: % Volume Growth 2019-2024  
Table 22 - Sales of Pet Care by Category: % Value Growth 2019-2024  
Table 23 - NBO Company Shares of Pet Food: % Value 2019-2023

Table 24 - LBN Brand Shares of Pet Food: % Value 2020-2023

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 28 - Distribution of Pet Care by Format: % Value 2019-2024

Table 29 - Distribution of Pet Care by Format and Category: % Value 2024

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 32 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 33 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## 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-the-philippines/report](http://www.euromonitor.com/dog-food-in-the-philippines/report).