Euromonitor International

Dog Food in Hong Kong, China

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

Premiumisation Drives Value Amid Volume Decline in Dog Food Consumption
Dry Dog Food Dominates Volumes, While Freeze-Dried Treats Capture Growth Momentum
Buddy Bites and E-Commerce Expansion Fuel Health and Convenience Trends
Chart 2 - Local Player Buddy Bites Capitalises on the Rise of Digestive Wellness
Chart 3 - Value Sales 2021-2031
Chart 4 - Volume Sales 2021-2031
Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Premiumisation Expected to Sustain Value Growth Despite Falling Volumes
Dry Dog Food Anticipated to Remain the Largest Category, While Wet Dog Food Set to Gain Momentum
Health Focus and Retail E-Commerce to Reshape Dog Food Dynamics and Business Models
Chart 6 - Forecast Value Sales 2021-2031
Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Brands Maintain Their Positions through Differentiation and Online Expansion
Emerging Ultra-Premium Brands Capitalise on Health Trends to Gain Traction
Chart 8 - Company Shares 2025
Chart 9 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads Growth as Pet Shops and Superstores Declines in Distribution
Chart 10 - Dog Food Retail Significantly Shifts Online as Shopping Habits Evolve
Chart 11 - Retail Channels 2021-2026

PRODUCTS

Preventative Health and Functional Nutrition Shape New Product Development
Advanced Ingredients and Novel Processing Methods Enter the Market
Chart 12 - Freeze Dried Dog Treats Drive Innovation in Dog Treats in Hong Kong
Sophisticated Product Design Secures Brand Loyalty and Value Generation

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

Pet Care in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Resilient Premium Spending Counters Inflation and Cost Pressures
Cat Food Leads Volumes, with a Strong Premiumisation Momentum
Hill'S Pet Nutrition Drives Health-Led Growth Amid Evolving Consumer Needs
Chart 21 - Hill's Pet Nutrition Multi-Benefit ActivBiome+, for Support of Overall Health
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?

Consumers Expected to Prioritise Health-Led Pet Care Amid Steady Income Growth
Cat Food to Sustain Volume Dominance and Take the Lead in Value Terms
Brands Anticipated to Adopt Ai and E-Commerce Strategies to Capture Health-Conscious Buyers
Chart 26 - Forecast Value Sales 2021-2031
Chart 27 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions through Innovation and E-Commerce
Emerging Ultra-Premium Brands Capitalise on Health Trends and Urban Lifestyles
Chart 28 - Company Shares 2025
Chart 29 - Brand Shares 2025

CHANNELS

Retail E-Commerce Sees Growth and Approaches the Share of Pet Shops and Superstores
Subscription Models and Digital Strategies Strengthen Retailer Retention
Chart 30 - Pet Retailers Pivot to E-commerce Channels to Capture Growing Online Demand
Chart 31 - Retail Channels 2021-2026

PRODUCTS

Preventative Health Shapes New Formulations
Brands Introduce Targeted Nutritional Solutions
Chart 32 - DogCatStar Multifunctional Pure Meat Purées
Strategic Adaptation Secures Market Competitiveness

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-hong-kong-china/report.