



Other Pet Food in China

June 2026

Table of Contents

Other Pet Food in China - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Younger Consumers and Digital Channels Reshape Niche Pet Food Demand

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Other Pet Food

INDUSTRY PERFORMANCE

Younger Consumers and Digital Channels Reshape Niche Pet Food Demand

Fish Food Dominates Volumes, Driven by Broad Consumer Base and Steady Demand

Brands Leverage Health and Premium Innovation to Capture Niche Pet Owners

Chart 2 - BCM Launches Natural Dietary Fibre Hairball Paste, Revolutionising Rabbit Digestive Health

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Younger Consumers Set to Drive Growth in Fish Food Amid Shifting Pet Ownership

Digital Engagement and Informed Feeding to Reshape Niche Pet Nutrition

Pet Specialist Retailers and E-Commerce to Catalyse Innovation and Growth

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players in Fish Food Increase Their Strength in Overall Other Pet Food

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Retail E-Commerce Maintains Growth as Offline Channels Decline

Retail E-Commerce Drives Species-Specific Sales with Broad Appeal

Chart 10 - Livestream Commerce Drives Discovery and Sales of Other Pet Food

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Product Development Focuses on Preventive Health and Ingredients

Recent Innovations Demonstrate Species-Specific Support and Premiumisation

Chart 12 - IGG Launches China's First USDACertified Organic Parrot Pellet, Setting new Premium Standard

Recent Developments Impact the Competitive Dynamics in Other Pet Food

ECONOMIC CONTEXT

Chart 13 - Economic Context for Other Pet Food

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Other Pet Food

Chart 17 - Population 2021-2031

Chart 18 - Consumer Expenditure 2021-2031

Chart 19 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

Steady Growth Driven by Rising Pet Ownership and Evolving Consumer Attitudes

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Pet Ownership and Evolving Consumer Attitudes

Cat Food Leads Volume Growth While Pet Products Drives Value Expansion

Royal Canin Leads Pet Wellness Innovation

Chart 21 - Royal Canin Dry and Wet Food for Senior Cats

Premium and AI-Integrated Pet Care Products Increasingly Important

Chart 22 - HONESTBITE Expands its Portfolio with Complete premium Baked Food Line

Chart 23 - Value Sales 2021-2031

Chart 24 - Volume Sales 2021-2031

Chart 25 - Value Sales by Category 2026

Chart 26 - Pet Populations 2021-2026

WHAT'S NEXT?

Rising Incomes and Targeted Nutrition to Drive Steady Expansion

Leading Brands Will Adopt Science and AI to Personalise and Prove Health Benefits

Chart 27 - What's Next? for Pet Care

Regulatory Tightening and R&D Focus Will Accelerate Premiumisation and Consolidation

Chart 28 - Forecast Value Sales 2021-2031

Chart 29 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Gambol Pet Group and Royal Canin Shape Premiumisation with Innovation and Value

Rosy Fresh and Baked Food Innovations Accelerate Diversification and Supply Chain Control

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads Distribution with Rapid Digital Channel Innovation

Chart 32 - Retail Channels 2021-2026

PRODUCTS

Health and Wellness Driving Functional Nutrition

Artificial Intelligence Is Transforming Care Ecosystems

Chart 33 - Petkit Introduces the World's First Fully Automatic AI Wet Food Feeder

Accessible Premiumisation and Advanced Manufacturing

ECONOMIC CONTEXT

Chart 34 - Economic Context for Pet Care

Chart 35 - Real Gdp Growth 2021-2031

Chart 36 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 37 - Consumer Context for Pet Care

Chart 38 - Population 2021-2031

Chart 39 - Consumer Expenditure 2021-2031

Chart 40 - 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/other-pet-food-in-china/report.