Euromonitor International

Top Five Trends in Pet Care

September 2026

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KEY FINDINGS

Our expert's view of Pet Care in 2026
Key findings

INTRODUCTION

Pricing pressures, polarisation and premiumisation: Probing pet care's resilience
Top five trends in Pet Care
Top five trends uncovered

AFFORDABLE PREMIUM

Premium prices limit trade-up volumes; creates white space of "Affordable Premium"
Affordable premium is a convergence point for mid-priced and premium brands
Private label pushes towards premium lines
Case study: Kaufland expands base premium line with K- Carinura Naturals
Case study: Private label extends into premium territory
Considerations for growth

EMERGING MARKETS

Emerging markets to drive stronger growth with a rising competitive cost
Case study: Kaniva displaces incumbents, gains category prominence
Case study: The rise of Chinese pet food brands in Southeast Asia
Considerations for growth

PREVENTATIVE PET HEALTH

Moving from a "claims economy" to an "evidence economy"
Case study: Lyka leans into canine-specific research for evidence
Case study: Focus on the pet microbiome brings biotics to the fore
Considerations for growth

ENGAGEMENT ECOSYSTEMS

Different channels for different reasons: New rules of demand generation
Case study: Mars Thailand x CREA driving e-commerce growth through livestreaming
Case study: Royal Canin integrates stakeholders into a digital ecosystem
Considerations for growth

AI INTEGRATION

AI is redefining the pet-raising experience
Case study: Petkit introduces fully automatic AI wet food feeder
Case study: From food to health: How Purina uses AI to create continuous care
Considerations for growth

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