



Euromonitor
International

Pet Care in Greece

June 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Steady Income Growth Supports Pet Care Growth Amid Inflation

Dog Food Leads Value Growth Driven by Family-Oriented Owners

Premiumisation and Multifunctionality Emerge as Twin Growth Drivers

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

Chart 5 - Pet Populations 2021-2026

WHAT'S NEXT?

Greek Pet Owners to Drive Growth through Pet Humanisation and Functional Demand

Functionality to Redefines Premiumisation as Pet Owners Prioritise Preventive Nutrition

Private Label Products to Expand as Brands Target Price-Sensitive Pet Owners

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Brands Leverage Price Sensitivity and Health Focus to Retain Strength

Pet City Acquisition and Innovative Launches Create Growth Opportunities

Chart 8 - Viozois Launches Pet Wellness Lunchboxes

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead as Convenience and Variety Shape Distribution

Retail E-Commerce Accelerates Growth by Catering to Convenience and Value Seekers

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Egeo Pet Food Expands Its Super-Premium Product Line with New Cat Snacks

Chart 12 - Egeo Pet Food Expands Its Super-Premium Product Line with New Cat Snacks

The Dog Epicurean Launches Complete Range of Natural Snacks for Dogs and Cats

Chart 13 - The Dog Epicurean Launches Complete Range of Natural Snacks for Dogs and Cats

ECONOMIC CONTEXT

Chart 14 - Economic Context for Pet Care

Chart 15 - Real Gdp Growth 2021-2031

Chart 16 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 17 - Consumer Context for Pet Care

Chart 18 - Population 2021-2031

Chart 19 - Consumer Expenditure 2021-2031

Chart 20 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Cat Food in Greece

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cat Food Summary

INDUSTRY PERFORMANCE

Cat Food Sales Growth Driven by Premiumisation Amid Economic Pressures

Dry Cat Food to Retain Its Lead as Multifunctional Treats Gain Traction

Chart 21 - Purina Launches Gourmet Revelations

Pet Health and Wellness Reshapes Product Development and Channel Strategy

Chart 22 - Barf Food Launches New Broth Range Focusing on Natural Ingredients and Health

Chart 23 - Value Sales 2021-2031

Chart 24 - Volume Sales 2021-2031

Chart 25 - Value Sales by Category 2026

WHAT'S NEXT?

Health-Focused Innovation and Pet Humanisation to Sustain Premium Cat Food Growth

Cat Treats and Mixers to Lead as Greek Consumers Adopt Hybrid Purchasing Strategies

Pet Shops and E-Commerce to Reshape Distribution Amid Evolving Consumer Habits

Chart 26 - Forecast Value Sales 2021-2031

Chart 27 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mars Consolidates Leadership through Brand Strength and Pricing Strategies

Viozois Introduces Sustainable Pet Lunchboxes Combining Health and Convenience

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead Distribution with Specialist Advantages

Pet City'S Expansion Drives Growth through Diversified Products and Services

Retail E-Commerce Gains Traction as Consumers Seek Convenience and Variety Online

Chart 30 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 31 - Economic Context for Cat Food

Chart 32 - Real Gdp Growth 2021-2031

Chart 33 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 34 - Consumer Context for Cat Food

Chart 35 - Population 2021-2031

Chart 36 - Consumer Expenditure 2021-2031

Chart 37 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Dog Food in Greece

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Resilient Consumer Spending Despite Economic Pressures

Chart 38 - Balcando Launches New "Affordable Premium" Snacks for Dogs

Dry Dog Food Leads Value Sales While Dog Treats and Mixers Maintain Stable Demand

Brands Innovate with Health-Focused and Multifunctional Products to Meet Evolving Pet Owner Demands

Chart 39 - Calibra Upgrades Their Veterinary Clinical Diet Products

Chart 40 - Value Sales 2021-2031

Chart 41 - Volume Sales 2021-2031

Chart 42 - Value Sales by Category 2026

WHAT'S NEXT?

Health-Focused Innovation and Premiumisation to Drive Dog Food Growth

Multifunctional Treats to Gain Traction as Budget-Conscious Owners Seek Nutrition

Pet Shops and Retail E-Commerce to Gain Ground as Supermarkets Shift to Promotion-Led Role

Chart 43 - Forecast Value Sales 2021-2031

Chart 44 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Brands Reinforce Strength through Trust, Distribution and Positioning

Innovation in Sustainable Packaging Opens New Growth Avenues

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

CHANNELS

Pet Shops Lead through Product Variety While Supermarkets Maintain Significance

Pet City Expands Offerings through Acquisition and Service Diversification to Capture Growth

Retail E-Commerce Gains Traction as Price-Conscious Consumers Favour Bulk and Repeat Purchases

Chart 47 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 48 - Economic Context for Dog Food

Chart 49 - Real Gdp Growth 2021-2031

Chart 50 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 51 - Consumer Context for Dog Food

Chart 52 - Population 2021-2031

Chart 53 - Consumer Expenditure 2021-2031

Chart 54 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Other Pet Food in Greece](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Premium Demand Amid Economic Pressures

Chart 55 - Vitakraft Life Mixtures Line Indicates Shift Towards Focus on Pet Health and Wellness
Bird Food Leads Value with Small Mammals/Reptile Food Showing Strong Momentum
Brands Leveraging Premiumisation and Health Trends Reshape Consumer Choices
Chart 56 - Bunny Nature Launch New Product Variety
Chart 57 - Value Sales 2021-2031
Chart 58 - Volume Sales 2021-2031
Chart 59 - Value Sales by Category 2026

WHAT'S NEXT?

Premium and Health-Focused Nutrition to Drive Steady Growth
Bird Food to Retain Largest through Affordability and Distribution Expansion
Preventive Health Focus to Drive Demand for Functional Animal Nutrition
Chart 60 - Forecast Value Sales 2021-2031
Chart 61 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions through Targeted Brand Portfolios and Distribution
Chart 62 - Company Shares 2025
Chart 63 - Brand Shares 2025

CHANNELS

Pet Shops Lead Distribution as Veterinary Clinics Gain Traction in Health-Focused Products
Retail E-Commerce Gains Ground with Consumers Seeking Convenience
Chart 64 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 65 - Economic Context for Other Pet Food
Chart 66 - Real Gdp Growth 2021-2031
Chart 67 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 68 - Consumer Context for Other Pet Food
Chart 69 - Population 2021-2031
Chart 70 - Consumer Expenditure 2021-2031
Chart 71 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Products in Greece](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

INDUSTRY PERFORMANCE

Improving Incomes and Health-Focused Demand Underpin Steady Growth
Chart 72 - Ever Clean Launching Senior Cat Litter for Cats 7 Years or Older
Pet Healthcare Leads Retail Sales While Cat Litter Grows Fastest
Chart 73 - The Plakentia Veterinary Clinic in Alimos Opened Its Doors in June 2025
Mega Disposables S.A. Expands with Multifunctional Hygiene Products
Chart 74 - Mega Disposables S.A. Expanded into the Pet Care Market with Its Rispet Product Line
Chart 75 - Value Sales 2021-2031
Chart 76 - Value Sales by Category 2026

WHAT'S NEXT?

Greek Pet Owners to Prioritise Health and Functionality Amid Cautious Spending

Pet Healthcare to Lead in Value While Other Pet Products Drive Fastest Growth

Brands to Leverage Multifunctionality to Capture Consumer Loyalty

Chart 77 - Forecast Value Sales 2021-2031

Chart 78 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Market Position through Innovation and Veterinary Endorsement

Chart 79 - Company Shares 2025

Chart 80 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead with Product Variety and Specialised Advice

Retail E-Commerce Expands through Convenience and Competitive Pricing

Chart 81 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 82 - Economic Context for Pet Products

Chart 83 - Real Gdp Growth 2021-2031

Chart 84 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 85 - Consumer Context for Pet Products

Chart 86 - Population 2021-2031

Chart 87 - Consumer Expenditure 2021-2031

Chart 88 - 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/pet-care-in-greece/report.