



Euromonitor
International

Pet Care in Ireland

July 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Rising Incomes and Health-Focused Spending Underpin Pet Care Growth

Pet Health and Wellness Drives Incremental Innovation and Premium Spending

Retail E-Commerce Growth Transforms Retail Access and Brand Strategies

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?

Pet Humanisation to Support Consumer Spending Amid Resilient Pet Care Market

Health and Wellness to Concentrate Future Premiumisation Growth

Retail E-Commerce and Omnichannel Investment to Become Essential for Competitiveness

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mars and Purina Strengthen Leadership Amid Gradual Market Share Shifts

Chart 8 - Hill's ActivBiome+ Innovation Reinforces Health & Wellness Focus in Pet Care

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Retail E-Commerce Growth Reshapes Pet Care Retail Landscape

Emerging Retail Launches Drive Convenience and Premiumisation

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Hill's Activbiome+ Advances Health-Led Pet Care Innovation

Ydolo's Premium Wet Food Launch Boosts Selective Premiumisation

Chart 12 - YDOLO's Premium Wet Food Launch Strengthens Premiumisation in Pet Care

ECONOMIC CONTEXT

Chart 13 - Economic Context for Pet Care

Chart 14 - Real GDP Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Pet Care

Chart 17 - Population 2021-2031

Chart 18 - Consumer Expenditure 2021-2031

Chart 19 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Cat Food in Ireland](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cat Food Summary

INDUSTRY PERFORMANCE

Consumers Polarise Spending as Premium and Economy Options Drive Growth

Wet Cat Food Lead Sales as Cat Treats Show Fastest Growth in Value

Chart 20 - Purina Elevates Feline Mealtimes with Gourmet™ Revelations™ Fine Cuts in Gelée

Hill'S Science-Backed Innovation Boosts Health Focus Amid Channel Shifts

Chart 21 - Hill's Advances Launches Microbiome Led ActivBiome+ Nutrition

Chart 22 - Value Sales 2021-2031

Chart 23 - Volume Sales 2021-2031

Chart 24 - Value Sales by Category 2026

WHAT'S NEXT?

Spending Polarisation and Private Label Expansion to Drive Ireland's Cat Food Market

Premium and Economy Options to Polarise Market as Mid-Priced Products Face Pressure

Brand Loyalty and Health-Driven Switching to Shape Competitive Dynamics in Ireland's Cat Food

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance Amid Stable Market Shares

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads with Convenience and Subscription Growth

Maxi Zoo and Just Eat Partnership Enhances Same-Day Delivery Appeal

Chart 29 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 30 - Economic Context for Cat Food

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Cat Food

Chart 34 - Population 2021-2031

Chart 35 - Consumer Expenditure 2021-2031

Chart 36 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Dog Food in Ireland](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

INDUSTRY PERFORMANCE

Premium Brands and Pet Humanisation Drive Value Growth Despite Pricing Pressures
Chart 37 - Hill's Addresses Canine Obesity with Dual-Benefit Weight & Mobility Nutrition
Wet Dog Food and Treats Lead Growth as Functional Formulations Drive Differentiation
Chart 38 - YDOLO Expands Premium Dog Nutrition with High Meat Wet Food Launch
Fresh Formats Gain Ground Driven by Ingredient Transparency and Direct Selling Models
Chart 39 - Value Sales 2021-2031
Chart 40 - Volume Sales 2021-2031
Chart 41 - Value Sales by Category 2026

WHAT'S NEXT?

Premiumisation and Pet Humanisation to Sustain Steady Growth
Private Label Formulations to Strengthen as a Credible Premium Alternative
Market Polarisation to Squeeze Mid-Priced Dog Food in Ireland
Chart 42 - Forecast Value Sales 2021-2031
Chart 43 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Reinforce Distinct Positions through Brand Presence
Assisi Pet Care Acquisition and Health-Led Innovation Reshape Competition
Chart 44 - Company Shares 2025
Chart 45 - Brand Shares 2025

CHANNELS

Retail E-Commerce and Discounters Reshape Purchasing Patterns Amid Supermarket Decline
Chart 46 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 47 - Economic Context for Dog Food
Chart 48 - Real GDP Growth 2021-2031
Chart 49 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 50 - Consumer Context for Dog Food
Chart 51 - Population 2021-2031
Chart 52 - Consumer Expenditure 2021-2031
Chart 53 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Other Pet Food in Ireland](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Routine Demand Amid Cautious Spending
Small Mammal/Reptile Food Leads Value Growth Amid Specialist Demand
Chart 54 - Arcadia Introduces Evorx®, a Precision-Nutrition Frozen Food for Reptiles
Health and Wellness Awareness Drives Selective Growth in Stable Market
Chart 55 - Value Sales 2021-2031
Chart 56 - Volume Sales 2021-2031
Chart 57 - Value Sales by Category 2026

WHAT'S NEXT?

Steady Ownership Patterns and Cost-Conscious Pet Choices to Support Stable Growth
Trust, Availability and Core Range Strength to Underpin Long-Term Stability
Retail E-Commerce and Supermarkets Gain Ground Whilst Pet Shops Retain Foothold
Chart 58 - Forecast Value Sales 2021-2031
Chart 59 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Stabilise Shares through Loyalty and Routine Purchasing
Chart 60 - Company Shares 2025
Chart 61 - Brand Shares 2025

CHANNELS

Pet Shops Lead Distribution as Supermarkets and E-Commerce Steadily Grows
Chart 62 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 63 - Economic Context for Other Pet Food
Chart 64 - Real GDP Growth 2021-2031
Chart 65 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 66 - Consumer Context for Other Pet Food
Chart 67 - Population 2021-2031
Chart 68 - Consumer Expenditure 2021-2031
Chart 69 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Products in Ireland](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Pet Humanisation and Preventive Care Adoption
Other Pet Products Lead Value with Growth in Pet Healthcare and Cat Litter
Johnson'S and Mor Chem Drive Health and Premiumisation Trends, Discounters Boost Accessibility
Chart 70 - Johnson'S Expands Preventive Pet Care with Guardian Plus Spot-On Launch
Chart 71 - Value Sales 2021-2031
Chart 72 - Value Sales by Category 2026

WHAT'S NEXT?

Health-Conscious Purchasing and Routine Care Integration to Drive Steady Growth
Other Pet Products to Lead as Premiumisation and Wellness Drive Purchasing Decisions
Retail E-Commerce Set to Outpace Traditional Formats in Ireland's Pet Products
Chart 73 - Forecast Value Sales 2021-2031
Chart 74 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Johnson'S Veterinary Products Sustains Lead Amid Evolving Consumer Priorities
Private Label Expansion Drives Evolving Competition and Opportunity

Chart 75 - Company Shares 2025

Chart 76 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads Growth While Veterinary Clinics Gain Share

Chart 77 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 78 - Economic Context for Pet Products

Chart 79 - Real GDP Growth 2021-2031

Chart 80 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 81 - Consumer Context for Pet Products

Chart 82 - Population 2021-2031

Chart 83 - Consumer Expenditure 2021-2031

Chart 84 - 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-ireland/report.