



Euromonitor
International

Pet Care in South Korea

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

Cautious Consumer Spending Shapes Slower Growth Despite Resilient Demand

Pet Products Leads in Value While Cat Food Captures Fastest Growth

Brands Innovate with Affordable Quality Amid Downtrading and Premium Selectivity

Chart 2 - Royal Canin Expands Senior Cat Range

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

Chart 6 - Pet Populations 2021-2026

WHAT'S NEXT?

Cat Food Growth to Drive Overall Expansion Amid Stagnant Dog Food Volume

Chart 7 - Analyst Insight for Pet Care

Top Companies to Expand Lead as Value and Premium Offerings Gain Traction

Rising Income to Support Selective Spending Amid Inflation and Cautious Consumers

Chart 8 - Forecast Value Sales 2021-2031

Chart 9 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Position as Market Polarisation Intensifies

Market Consolidation and Niche Innovation Shape Evolving Competitive Dynamics

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Major E-Commerce Platforms Strengthen Dominance as Offline Channels Decline

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Brands Adapt to Cautious Consumers by Prioritising Value and Functionality

Catsrang and Royal Canin Lead Innovation with Targeted Affordable and Premium Products

Chart 13 - Catsrang Expands into Functional Ranges as Consumers Trade Down

Market Polarisation Intensifies as Trusted Brands Capitalise on Price-Sensitive Consumers

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 South Korea

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Consumer Price Sensitivity Drives Polarised Spending and Channel Shifts

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Cat Food

INDUSTRY PERFORMANCE

Consumer Price Sensitivity Drives Polarised Spending and Channel Shifts

Dry Cat Food Leads in Value Driven by Premium and Functional Demand

Chart 22 - Purina Drives Preventative Pet Health with Functional Hydration Solutions and Immunity-Focused Treats

Premium and Functional Nutrition Reshape Cat Food Innovation

Chart 23 - Value Sales 2021-2031

Chart 24 - Volume Sales 2021-2031

Chart 25 - Value Sales by Category 2026

WHAT'S NEXT?

Premium and Value Tiers to Polarise Consumer Spending Amid Economic Pressures

Chart 26 - Analyst Insight for Cat Food

Dry Cat Food to Remain Dominant as Functional Nutrition Drives Growth in Treats

Ageing Pets and Functional Health Needs to Reshape Product Portfolios and Competition

Chart 27 - Forecast Value Sales 2021-2031

Chart 28 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Global Brands Strengthen Lead as Domestic Players Rebuild Trust

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Coupang's Dominance Drives Growth While Offline Channels Contract Sharply

Chart 31 - Naver Strengthens Its Position as a Rising E-Commerce Channel for Pet Care

Daiso's Expansion Captures Value Shoppers Amid Offline Retail Decline

Online Platforms Attract Cat Owners with Convenience and Targeted Marketing

Chart 32 - Retail Channels 2021-2026

PRODUCTS

Royal Canin and Purina Pioneer Age-Specific and Functional Products

Chart 33 - Royal Canin Strengthens Senior Life-Stage Segmentation with New Formulas

ECONOMIC CONTEXT

Chart 34 - Economic Context for Cat Food

Chart 35 - Real Gdp Growth 2021-2031

Chart 36 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 37 - Consumer Context for Cat Food

Chart 38 - Population 2021-2031

Chart 39 - Consumer Expenditure 2021-2031

Chart 40 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Dog Food in South Korea](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

KEY INDUSTRY TRENDS

Chart 41 - Key Industry Trends for Dog Food

INDUSTRY PERFORMANCE

Economic Pressures Deepen Price Sensitivity as Consumers Prioritise Value

Chart 42 - Industry Performance for Dog Food

Dry Dog Food Dominates Sales through Practical Appeal

Manufacturers Adapt to Price Sensitivity by Prioritising Health and Age-Specific Nutrition

Chart 43 - Value Sales 2021-2031

Chart 44 - Volume Sales 2021-2031

Chart 45 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers to Adapt Spending Amid Stagnant Dog Population and Economic Pressures

Dry Dog Food to Remain Largest in Value Amid Polarised Pricing

Brands to Leverage Scientific Credentials and Affordability to Rebuild Trust and Capture Growth

Chart 46 - Forecast Value Sales 2021-2031

Chart 47 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions Amid Cautious Consumer Sentiment

Chart 48 - Company Shares 2025

Chart 49 - Brand Shares 2025

CHANNELS

E-Commerce Expands Lead as Offline Channels Lose Ground Amid Changing Shopper Preferences

Chart 50 - Retail Channels 2021-2026

PRODUCTS

Hill'S and Wooriwa Lead Targeted Launches Addressing Specific Health Needs and Senior Segments

Chart 51 - Hill'S Launches Vet-Exclusive Science Diet Targeting Digestive and Skin Health

Format Innovation and Functional Benefits Support Brand Positioning Amid Market Challenges

Chart 52 - Wooriwa Introduces More Granular Segmentation within Senior Dog Nutrition

ECONOMIC CONTEXT

Chart 53 - Economic Context for Dog Food

Chart 54 - Real Gdp Growth 2021-2031

Chart 55 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 56 - Consumer Context for Dog Food

Chart 57 - Population 2021-2031

Chart 58 - Consumer Expenditure 2021-2031

Chart 59 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Other Pet Food in South Korea

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Steady Consumption Reflects Cautious Spending Amid Limited Innovation

Small Mammal/Reptile Food Leads in Value and Growth

Imported Premium Small Animal Food Meets Niche Demand Amid Steady Volumes

Chart 60 - Value Sales 2021-2031

Chart 61 - Volume Sales 2021-2031

Chart 62 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers to Maintain Steady Demand Focusing on Affordability and Convenience

Small Mammal/Reptile Food to Maintain Dominance and Lead Growth

Incremental Innovation and Price Focus to Shape Competitive Dynamics

Chart 63 - Forecast Value Sales 2021-2031

Chart 64 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Fragmented Landscape Sees Stable Leadership Amid Slight Share Declines

Chart 65 - Company Shares 2025

Chart 66 - Brand Shares 2025

CHANNELS

E-Commerce Platforms Dominate Other Pet Food Sales Driven by Convenience and Availability

Chart 67 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 68 - Economic Context for Other Pet Food

Chart 69 - Real Gdp Growth 2021-2031

Chart 70 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 71 - Consumer Context for Other Pet Food

Chart 72 - Population 2021-2031

Chart 73 - Consumer Expenditure 2021-2031

Chart 74 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Pet Products in South Korea

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

KEY INDUSTRY TRENDS

Chart 75 - Key Industry Trends for Pet Products

INDUSTRY PERFORMANCE

Steady Growth Tempered by Economic Pressures Shapes Sales and Consumer Behaviour

Chart 76 - Private Label Products Gain Traction as Consumers Prioritise Value

Other Pet Products Dominate Sales While Cat Litter Shows Fastest Growth

Wellness and Multifunctionality Trends Drive Function Led-Innovation

Chart 77 - Value Sales 2021-2031

Chart 78 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers to Prioritise Value and Essential Spending Amid Cautious Growth

Other Pet Products to Lead Sales While Cat Litter Shows Strongest Growth Momentum

Polarised Channel Strategies and Multifunctional Products to Reshape Demand Dynamics

Chart 79 - Dear Labs Drives Demand for Multifunctional Pet Supplements

Chart 80 - Forecast Value Sales 2021-2031

Chart 81 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Maintain Fragmented Positions Amid Price-Driven Competition

Chart 82 - Company Shares 2025

Chart 83 - Brand Shares 2025

CHANNELS

Naver'S E-Commerce Expansion Reshapes Product Discovery and Sales Dominance

Offline Channels Decline but Support High-Involvement Experiential Purchases

Digital-First Brands Leverage E-Commerce for Agile Market Entry and Growth

Chart 84 - Retail Channels 2021-2026

PRODUCTS

Companies Lead Innovation with Value and Multifunctional Wellness

Chart 85 - Dongkook Pharma Launches Pet Wellness Line

ECONOMIC CONTEXT

Chart 86 - Economic Context for Pet Products

Chart 87 - Real Gdp Growth 2021-2031

Chart 88 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 89 - Consumer Context for Pet Products

Chart 90 - Population 2021-2031

Chart 91 - Consumer Expenditure 2021-2031

Chart 92 - 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-south-korea/report.