



Euromonitor
International

Dog Food in South Africa

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dog Food

INDUSTRY PERFORMANCE

Urbanisation and Affordability Shape Dog Food Demand Amid Economic Pressures

Dry Dog Food Dominates Value and Leads Growth through Health Focus

Chart 2 - Rcl Foods Pet Food Recall over Health Concerns

Health Concerns Drive Market Shifts in Dog Food

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers to Prioritise Health and Wellness, Driving Steady Growth

Dry Dog Food to Remain Dominant and Lead Growth

Pet Shops to Expand Online Presence, Widening Access and Boosting Sales

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Manufacturers Maintain Lead Despite Emerging Competition and Challenges

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution through Affordability

Pet Shops and Veterinary Clinics Expand Specialised Offerings to Capture Niche Demand

Retail E-Commerce Maintains Importance Amid Evolving Consumer Preferences

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Rcl Foods Recall and Petshop Science Private Label Exemplify Innovation Trends

Chart 11 - Petshop Science Launches New Private Label Range

ECONOMIC CONTEXT

Chart 12 - Economic Context for Dog Food

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Dog Food

Chart 16 - Population 2021-2031

Chart 17 - Consumer Expenditure 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Steady Recovery and Premium Demand Fuel Growth Amid Economic Challenges

Chart 20 - Petshop Science Opens More Than 40 New Branches

Dog Food Dominates Value While Cat Food Sees Fastest Growth

Petshop Science Expands Nationwide as Health Trends Shape Purchasing

Chart 21 - Value Sales 2021-2031

Chart 22 - Volume Sales 2021-2031

Chart 23 - Value Sales by Category 2026

Chart 24 - Pet Populations 2021-2026

WHAT'S NEXT?

Dog Food to Maintain Dominance While Cat Food Leads Growth

Health and Wellness Focus to Drive Innovation and Premium Demand among Pet Owners

Retailers to Leverage E-Commerce and Value Strategies to Capture Diverse Pet Owner Segments

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position Amid Recall Challenges

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Lead as Pet Shops Expand Amid Shifting Preferences

E-Commerce Enhances Convenience for Premium Pet Care Shoppers

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Petshop Science Expands Rapidly, Enhancing Specialist Retail Access Nationwide

Hill's Introduces Digestive Care Products, Meeting Rising Health and Wellness Demand

Chart 30 - Hill's Introduces Digestive Care Products

ECONOMIC CONTEXT

Chart 31 - Economic Context for Pet Care

Chart 32 - Real Gdp Growth 2021-2031

Chart 33 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 34 - Consumer Context for Pet Care

Chart 35 - Population 2021-2031

Chart 36 - Consumer Expenditure 2021-2031

Chart 37 - 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/dog-food-in-south-africa/report.