



Euromonitor
International

Pet Products in Ukraine

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

INDUSTRY PERFORMANCE

Strong Value Growth Driven by Inflation and Rising Healthcare Demand

Chart 1 - Quality and Functionality Drive Premium Pet Product Demand

Pet Healthcare Leads Value with Premiumisation Boosting Cat Litter and Accessories

Chart 2 - Growing Focus on Preventative Pet Healthcare

Key Online Retailers Expand Offline to Create Omnichannel Pet Care Experiences

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Pet Healthcare Expansion to Drive Pet Products' Value Growth

Urban Pet Owners to Embrace Technology and Innovation

Rising Cat Population to Drive Dedicated Feline Product Innovation in Ukraine

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies and Local Players Intensify Competition, Reshaping Market Concentration

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead Retail Driven by Consumer Demand and Professional Advice

Toy Retailers Expand Pet Offerings Responding to Consumer Lifestyle Trends

Retail E-Commerce Expansion and Logistics Growth Reshape Pet Care Distribution

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Pet Products

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Pet Products

Chart 14 - Population 2021-2031

Chart 15 - Consumer Expenditure 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Pet Care in Ukraine - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Consumers Invest in Premium Pet Care Amid Economic Uncertainty

Cat Food Leads Growth Driven by Pet Health and Wellness

Ukrainian Retailers Adopt Omnichannel Strategies to Capture Demand

Chart 18 - Online Pet Retailers Expand into Physical Stores

Chart 19 - Value Sales 2021-2031

Chart 20 - Volume Sales 2021-2031

Chart 21 - Value Sales by Category 2026

Chart 22 - Pet Populations 2021-2026

WHAT'S NEXT?

Consumers to Drive Sustained Growth with Premium Options

Shifting Ownership Patterns to Reinforce Demand for Specialised Pet Nutrition

Manufacturers and Retailers to Adapt with Innovation to Capture Evolving Demand

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Maintain Positions through Innovation and Portfolio Breadth

Borysfen Trade Disrupts Economy Segment with Rapid Distribution Growth

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead through Premium Diets and Professional Advice

Aurora'S Kus Brand Expands Variety Stores' Reach into Pet Food with Affordability

Retail E-Commerce Growth Accelerates through Convenience and Broad Assortments

Chart 27 - Retail Channels 2021-2026

PRODUCTS

Kormotech's Gourmet Collaboration Signals Premiumisation across Pet Care Products

Chart 28 - Premiumisation Continues Despite Economic Pressure

Waudog's Functional Treats Reflect Growing Emphasis on Pet Health and Wellness

Chart 29 - Functional and Wellness-Oriented Products Expands

ECONOMIC CONTEXT

Chart 30 - Economic Context for Pet Care

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Pet Care

Chart 34 - Population 2021-2031

Chart 35 - Consumer Expenditure 2021-2031

Chart 36 - 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-products-in-ukraine/report.