



Euromonitor
International

Pet Care in Canada

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

Economic Pressures and Demographic Shifts Moderate Growth Despite Resilience

Dog Food Leads in Value Supported by Premium and Health-Focused Innovations

Chart 2 - Now Fresh Good Gravy Beef Recipes Launched by Petcurean

Premiumisation, Health, and Eco-Consciousness Shape Innovation Focus

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?

Ageing Population and Premium Trends to Sustain Value Growth Amid Volume Stagnation

Chart 7 - Analyst Insight for Pet Care

Dog Food to Maintain Lead While Cat Food Drives Growth

Leading Companies to Leverage Technology and Health Trends to Reshape Pet Care Demand

Chart 8 - Forecast Value Sales 2021-2031

Chart 9 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Manufacturers Reinforce Lead Amid Evolving Consumer Demands

Strategic Acquisitions and Premium Launches Reshape Competitive Dynamics

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead through Premiumisation

E-Commerce Gains Traction with Click-And-Collect

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Open Farm, Petcurean, and Rolf C Hagen Pioneer Premium and Sustainable Launches

Chart 13 - Open Farm Launches Premium Cat Food

Premium and Health Innovations Bolster Value Amid Competitive and Economic Pressures

Chart 14 - Catit Meets Demand For Eco-Friendly Litter Boxes

ECONOMIC CONTEXT

Chart 15 - Economic Context for Pet Care

Chart 16 - Real Gdp Growth 2021-2031

Chart 17 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 18 - Consumer Context for Pet Care

Chart 19 - Population 2021-2031

Chart 20 - Consumer Expenditure 2021-2031

Chart 21 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Cat Food in Canada](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cat Food Summary

KEY INDUSTRY TRENDS

Chart 22 - Key Industry Trends for Cat Food

INDUSTRY PERFORMANCE

Value Growth Amid Volume Challenges Driven by Demographic and Economic Factors

Dry Cat Food Dominates While Treats Drive Value Growth

Chart 23 - Now Fresh Launches New Wet Cat Food Recipes In Canada

Health-Consciousness and Nationalism Support Premiumisation

Chart 24 - Value Sales 2021-2031

Chart 25 - Volume Sales 2021-2031

Chart 26 - Value Sales by Category 2026

WHAT'S NEXT?

Steady Volume Growth Supports Value Expansion Amid Demographic Constraints

Chart 27 - Analyst Insight for Cat Food

Dry Cat Food to Maintain Dominance While Treats Accelerate Value Growth

Innovation and Health Trends to Shape Product Development and Consumer Behaviour

Chart 28 - Forecast Value Sales 2021-2031

Chart 29 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Manufacturers Leverage Portfolio Breadth and Acquisitions to Strengthen Positions

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Capture Value Amid Shifting Consumer Demand

Retail E-Commerce Expands Rapidly Driven by Click and Collect and Consumer Confidence

Chart 32 - Retail Channels 2021-2026

PRODUCTS

Open Farm and Charm Pet Food Drive Premium Health Trends with Innovation

Chart 33 - Open Farm Launches Premium Cat Food Range

Shay'S Way and Catit Elevate Functional Nutrition and Premium Positioning

Chart 34 - Charm Pet Food Launches Wellness Brand to Meet Rising Demand for Health Benefits

ECONOMIC CONTEXT

Chart 35 - Economic Context for Cat Food

Chart 36 - Real Gdp Growth 2021-2031

Chart 37 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 38 - Consumer Context for Cat Food

Chart 39 - Population 2021-2031

Chart 40 - Consumer Expenditure 2021-2031

Chart 41 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Dog Food in Canada](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

KEY INDUSTRY TRENDS

Chart 42 - Key Industry Trends for Dog Food

INDUSTRY PERFORMANCE

Value Growth Driven by Premiumisation Amid Volume Stagnation and Economic Challenges

Dry Dog Food Dominates as Treats Lead Value Growth

Chart 43 - Red Dog Blue Kat Launches Everyday Raw Anywhere Fresh Dog Food

Premiumisation Drives Growth as Consumers Prioritise Quality

Chart 44 - Value Sales 2021-2031

Chart 45 - Volume Sales 2021-2031

Chart 46 - Value Sales by Category 2026

WHAT'S NEXT?

Dry Dog Food to Remain Largest Category as Treats Lead Value Growth

Chart 47 - Analyst Insight for Dog Food

Ageing Dogs and Nationalism to Fuel Health-Focused Innovation and Domestic Preference

Digital Innovation and Emerging Pet Drugs to Reshape Dog Food Business Dynamics

Chart 48 - Forecast Value Sales 2021-2031

Chart 49 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Companies Maintain Leadership through Portfolio Breadth and Strategic Innovation

Nasta Pet Food Acquisition Intensifies Premium Competition

Chart 50 - Company Shares 2025

Chart 51 - Brand Shares 2025

CHANNELS

Grocery and Pet Specialty Stores Lead While E-Commerce Surges in Value Sales

E-Commerce Growth Driven by Omnichannel Investments and Consumer Convenience

Chart 52 - Retail Channels 2021-2026

PRODUCTS

Humanisation and Health Awareness Drive Premium and Fresh Innovation

Chart 53 - Caledon Farms Introduces Premium Gently Cooked Dog Food

Caledon Farms and Now Fresh Extend Premium and Health Offerings

Chart 54 - Now Fresh Good Gravy Beef Recipes Launched to Offer Health Benefits

ECONOMIC CONTEXT

Chart 55 - Economic Context for Dog Food

Chart 56 - Real Gdp Growth 2021-2031

Chart 57 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 58 - Consumer Context for Dog Food
Chart 59 - Population 2021-2031
Chart 60 - Consumer Expenditure 2021-2031
Chart 61 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Other Pet Food in Canada](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Other Pet Food Sees Modest Value Gains Amid Economic Challenges
Small Mammal and Reptile Food Leads Growth Driven by Premium and Functional Demand
No Furrries Delights and Oxbow Lead Premium and Health Innovation Driving Category Evolution
Chart 62 - Value Sales 2021-2031
Chart 63 - Volume Sales 2021-2031
Chart 64 - Value Sales by Category 2026

WHAT'S NEXT?

Small Mammal and Reptile Food to Drive Steady Value Growth Amid Demographic Shifts
Canadian Consumers to Embrace Health and Digital Innovation Shaping Product Offerings
Premiumisation and Sustainability to Drive New Business Models and Market Growth
Chart 65 - Forecast Value Sales 2021-2031
Chart 66 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt to Trade Challenges While Retaining Dominance
Strategic Acquisitions and Multifunctional Product Innovation Reshape Growth Potential
Chart 67 - Company Shares 2025
Chart 68 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead Value Sales Amid Shifting Consumer Demand
E-Commerce Reshapes Purchasing Habits through Convenience
Chart 69 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 70 - Economic Context for Other Pet Food
Chart 71 - Real Gdp Growth 2021-2031
Chart 72 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 73 - Consumer Context for Other Pet Food
Chart 74 - Population 2021-2031
Chart 75 - Consumer Expenditure 2021-2031
Chart 76 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Products in Canada](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

INDUSTRY PERFORMANCE

Steady Recovery in Pet Products Value Amid Economic Headwinds and Shifting Pet Ownership

Pet Healthcare Leads Growth as Cat Litter Remains Largest in Value Driven by Essential Needs

Companies Elevate Premium and Health Trends Amid Rising Sustainability Focus

Chart 77 - Value Sales 2021-2031

Chart 78 - Value Sales by Category 2026

WHAT'S NEXT?

Canadian Pet Owners to Balance Cautious Spending with Rising Health and Premium Demand

Cat Litter Maintains Dominance While Pet Healthcare Leads Growth with Wellness Focus

Innovations in Sustainability and Functionality to Reshape Product Offerings and Supply Chains

Chart 79 - Forecast Value Sales 2021-2031

Chart 80 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Hartz Canada Inc Navigates Trade Tensions While Fragmentation Persists among Competitors

Ecostrong Launch Boosts Innovation and Expands Distribution Channels for Pet Care Solutions

Chart 81 - Company Shares 2025

Chart 82 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead through Premiumisation and Infrastructure Investment

Retail E-Commerce Expands through Omnichannel Models and Strategic Partnerships

Chart 83 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 84 - Economic Context for Pet Products

Chart 85 - Real Gdp Growth 2021-2031

Chart 86 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 87 - Consumer Context for Pet Products

Chart 88 - Population 2021-2031

Chart 89 - Consumer Expenditure 2021-2031

Chart 90 - 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-canada/report.