



Pet Products in Canada

June 2026

Table of Contents

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 1 - Value Sales 2021-2031

Chart 2 - 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 3 - Forecast Value Sales 2021-2031

Chart 4 - 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 5 - Company Shares 2025

Chart 6 - 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 7 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 8 - Economic Context for Pet Products

Chart 9 - Real Gdp Growth 2021-2031

Chart 10 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 11 - Consumer Context for Pet Products

Chart 12 - Population 2021-2031

Chart 13 - Consumer Expenditure 2021-2031

Chart 14 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - 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 16 - Now Fresh Good Gravy Beef Recipes Launched by Petcurean

Premiumisation, Health, and Eco-Consciousness Shape Innovation Focus

Chart 17 - Value Sales 2021-2031

Chart 18 - Volume Sales 2021-2031

Chart 19 - Value Sales by Category 2026

Chart 20 - Pet Populations 2021-2026

WHAT'S NEXT?

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

Chart 21 - 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 22 - Forecast Value Sales 2021-2031

Chart 23 - 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 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead through Premiumisation

E-Commerce Gains Traction with Click-And-Collect

Chart 26 - Retail Channels 2021-2026

PRODUCTS

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

Chart 27 - Open Farm Launches Premium Cat Food

Premium and Health Innovations Bolster Value Amid Competitive and Economic Pressures

Chart 28 - Catit Meets Demand For Eco-Friendly Litter Boxes

ECONOMIC CONTEXT

Chart 29 - Economic Context for Pet Care

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Pet Care

Chart 33 - Population 2021-2031

Chart 34 - Consumer Expenditure 2021-2031

Chart 35 - 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-canada/report.