



Other Pet Food in Hong Kong, China

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by the Popularity of Small Mammals/Reptiles and Fish Amid Price Sensitivity

Small Mammal/Reptile Food Dominates Volume and Value Sales and Leads Growth in 2026

Pet Specialists and Functional Nutrition Drive Health-Focused Premium Growth Online

Chart 1 - Demand for Functional Nutrition Drives Premiumisation

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Shifts in Urban Pet Ownership to Support Increasing Demand for Small Mammals/Reptiles

Small Mammal/Reptile Food to Lead Sales and Growth, with Stable Demand for Bird and Fish Food

E-Commerce Expansion and Price Sensitivity to Reshape Distribution and Innovation Dynamics

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Brands Consolidate Positions as Other Pet Food Remains Niche and Concentrated

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Specialist Retailers Accelerate E-Commerce Growth, Reshaping the Distribution Landscape

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Other Pet Food

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Other Pet Food

Chart 14 - Population 2021-2031

Chart 15 - Consumer Expenditure 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Pet Care in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Resilient Premium Spending Counters Inflation and Cost Pressures

Cat Food Leads Volumes, with a Strong Premiumisation Momentum

Hill'S Pet Nutrition Drives Health-Led Growth Amid Evolving Consumer Needs

Chart 18 - Hill's Pet Nutrition Multi-Benefit ActivBiome+, for Support of Overall Health

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 Expected to Prioritise Health-Led Pet Care Amid Steady Income Growth

Cat Food to Sustain Volume Dominance and Take the Lead in Value Terms

Brands Anticipated to Adopt Ai and E-Commerce Strategies to Capture Health-Conscious Buyers

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions through Innovation and E-Commerce

Emerging Ultra-Premium Brands Capitalise on Health Trends and Urban Lifestyles

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Retail E-Commerce Sees Growth and Approaches the Share of Pet Shops and Superstores

Subscription Models and Digital Strategies Strengthen Retailer Retention

Chart 27 - Pet Retailers Pivot to E-commerce Channels to Capture Growing Online Demand

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Preventative Health Shapes New Formulations

Brands Introduce Targeted Nutritional Solutions

Chart 29 - DogCatStar Multifunctional Pure Meat Purées

Strategic Adaptation Secures Market Competitiveness

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/other-pet-food-in-hong-kong-china/report.