

# Pet Products in the United Kingdom

May 2025

Table of Contents

# Pet Products in the United Kingdom - Category analysis

### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Affordability remains crucial as consumers exercise caution over non-essential spending Leading players in pet products are concentrated in pet healthcare E-commerce leads distribution of pet products due to its reach and convenience

#### PROSPECTS AND OPPORTUNITIES

Humanisation and health trends to drive growth of pet products, with pet healthcare expected to be most dynamic Online sales boosted by special occasions and seasonal trends Advanced pet products for wellbeing and convenience will drive innovative solutions

#### CATEGORY DATA

Table 1 - Sales of Pet Products by Category: Value 2020-2025
Table 2 - Sales of Pet Products by Category: % Value Growth 2020-2025
Table 3 - Sales of Pet Healthcare by Type: % Value 2020-2025
Table 4 - Sales of Other Pet Products by Type: % Value 2020-2025
Table 5 - NBO Company Shares of Pet Products: % Value 2020-2024
Table 6 - LBN Brand Shares of Pet Products: % Value 2021-2024
Table 7 - Distribution of Pet Products by Format: % Value 2020-2025
Table 8 - Forecast Sales of Pet Products by Category: Value 2025-2030
Table 9 - Forecast Sales of Pet Products by Category: % Value Growth 2025-2030

#### Pet Care in the United Kingdom - Industry Overview

#### EXECUTIVE SUMMARY

Pet care in 2025: The big picture 2025 key trends Competitive landscape Retail developments What next for pet care?

#### MARKET INDICATORS

Table 10 - Pet Populations 2020-2025

# MARKET DATA

Table 11 - Sales of Pet Food by Category: Volume 2020-2025 Table 12 - Sales of Pet Care by Category: Value 2020-2025 Table 13 - Sales of Pet Food by Category: % Volume Growth 2020-2025 Table 14 - Sales of Pet Care by Category: % Value Growth 2020-2025 Table 15 - NBO Company Shares of Pet Food: % Value 2020-2024 Table 16 - LBN Brand Shares of Pet Food: % Value 2021-2024 Table 17 - NBO Company Shares of Dog and Cat Food: % Value 2020-2024 Table 18 - LBN Brand Shares of Dog and Cat Food: % Value 2021-2024 Table 19 - Penetration of Private Label in Pet Care by Category: % Value 2020-2025 Table 20 - Distribution of Pet Care by Format: % Value 2020-2025 Table 21 - Distribution of Pet Care by Format and Category: % Value 2025 Table 22 - Distribution of Dog and Cat Food by Format: % Value 2020-2025 Table 23 - Distribution of Dog and Cat Food by Format and Category: % Value 2025 Table 24 - Forecast Sales of Pet Food by Category: Volume 2025-2030 Table 25 - Forecast Sales of Pet Care by Category: Value 2025-2030 Table 26 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030

Table 27 - Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

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#### SOURCES

Summary 1 - Research Sources

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