



# Dog Food in Hong Kong, China

June 2025

Table of Contents

## Dog Food in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Declining sales reflect reduction in local dog population in 2025

Mars retains the lead thanks to widespread availability across distribution channels

Pet shops and superstores faces ongoing threat from e-commerce

#### PROSPECTS AND OPPORTUNITIES

Gloomy outlook for dog food sales over the forecast period as dog population continues to decline

E-commerce growth will continue apace as local consumers prioritise affordability and convenience

New product development set to emphasise pet health through high-quality nutrition

Summary 1 - Dog Food by Price Band 2025

### CATEGORY INDICATORS

Table 1 - Dog Owning Households: % Analysis 2020-2025

Table 2 - Dog Population 2020-2025

Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2020-2025

### CATEGORY DATA

Table 4 - Sales of Dog Food by Category: Volume 2020-2025

Table 5 - Sales of Dog Food by Category: Value 2020-2025

Table 6 - Sales of Dog Food by Category: % Volume Growth 2020-2025

Table 7 - Sales of Dog Food by Category: % Value Growth 2020-2025

Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2020-2025

Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2020-2025

Table 10 - NBO Company Shares of Dog Food: % Value 2020-2024

Table 11 - LBN Brand Shares of Dog Food: % Value 2021-2024

Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2021-2024

Table 13 - Distribution of Dog Food by Format: % Value 2020-2025

Table 14 - Forecast Sales of Dog Food by Category: Volume 2025-2030

Table 15 - Forecast Sales of Dog Food by Category: Value 2025-2030

Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2025-2030

Table 17 - Forecast Sales of Dog Food by Category: % Value Growth 2025-2030

## Pet Care in Hong Kong, China - 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 18 - Pet Populations 2020-2025

### MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2020-2025

Table 20 - Sales of Pet Care by Category: Value 2020-2025

Table 21 - Sales of Pet Food by Category: % Volume Growth 2020-2025

Table 22 - Sales of Pet Care by Category: % Value Growth 2020-2025

Table 23 - NBO Company Shares of Pet Food: % Value 2020-2024

Table 24 - LBN Brand Shares of Pet Food: % Value 2021-2024

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2020-2024

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2021-2024

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2020-2025

Table 28 - Distribution of Pet Care by Format: % Value 2020-2025

Table 29 - Distribution of Pet Care by Format and Category: % Value 2025

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2020-2025

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2025

Table 32 - Forecast Sales of Pet Food by Category: Volume 2025-2030

Table 33 - Forecast Sales of Pet Care by Category: Value 2025-2030

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

### 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/dog-food-in-hong-kong-china/report](http://www.euromonitor.com/dog-food-in-hong-kong-china/report).