



Euromonitor  
International

# Dog Food in New Zealand

May 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Premiumisation and supply shifts drive steady market growth  
Competitive landscape shaped by premium positioning and wet food growth  
Shift towards specialist channels and e-commerce diversification

### PROSPECTS AND OPPORTUNITIES

Premiumisation and health-driven trends to support steady growth  
E-commerce expansion to reshape shopping behaviour  
Innovation focused on natural and personalised 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 New Zealand - 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-new-zealand/report](http://www.euromonitor.com/dog-food-in-new-zealand/report).