

Pet Products in South Africa

May 2025

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Pet Products in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pet healthcare drives overall sales of pet products in South Africa Martin & Martin retains lead despite rising threat of smaller players Distribution of pet products driven by pet shops and superstores

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Pet products set for further strong growth over the forecast period E-commerce sales set to further rise, driven by convenience factor Millennials and Generation Z will drive demand for innovative pet products

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