



Euromonitor
International

Dog Food in the United Kingdom

May 2025

Table of Contents

Dog Food in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dog food's stability and premium shift amid financial pressures
Competitive shifts among leading dog food brands
E-commerce continues to transform dog food distribution in 2025

PROSPECTS AND OPPORTUNITIES

Premiumisation set to further drive dog food sales in the UK
Digital transformation in dog food driven by convenience and customisation
Fresh, ethical and premium offerings set to lead future growth and innovation
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 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 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-the-united-kingdom/report.