



Other Pet Food in Portugal

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Declining Pet Populations Temper Other Pet Food Volume Despite Income Growth

Bird Food Dominates While Small Mammal/Reptile Food Gains Premium Appeal

Orniex Expands Other Pet Food Range to Counter Channel Challenges

Chart 1 - Orniex Reports Increased Demand for Lizard Food

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Retailers to Adapt to Shrinking Demand with Focus on E-Commerce Growth

Manufacturers to Focus Innovation on Health Amid Low Category Dynamism

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Manufacturers Sustain Lead Amid Stable Market Shares

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets and Pet Stores Remain Core Distributors

E-Commerce Drives Convenience and Variety Amid Growing Online Competition

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Other Pet Food

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Other Pet Food

Chart 14 - Population 2021-2031

Chart 15 - Consumer Expenditure 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Care in Portugal - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Premiumisation and Consumer Health Focus Drive Value Growth Despite Volume Moderation

Chart 18 - Naturea Elements with Iberian Pork

Dog Food Leads Value While Cat Food Drives Growth

Pet Owners' Health Focus Fosters Functional and Natural Product Development

Chart 19 - Value Sales 2021-2031

Chart 20 - Volume Sales 2021-2031

Chart 21 - Value Sales by Category 2026

Chart 22 - Pet Populations 2021-2026

WHAT'S NEXT?

Premium Products and Ai-Driven Personalisation to Fuel Value Growth

Chart 23 - Purina One Hydralife Supports Good Hydration and a Healthy Gut Microbiome

Dog Food to Retain Value Leadership While Cat Food Drives Growth

Brands to Adopt Sustainability and Personalised Solutions to Strengthen Market Position

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Retailers Maintain Lead Amidst Pressure From Private Label

Sonae Acquisition and Smaak Launch Fuel Premium Portfolio Expansion and Market Growth

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Leadership as E-Commerce and Pet Shops Expand Rapidly

E-Commerce Growth Intensifies Competition with Offline Stores for Premium Pet Products

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Naturea and Purina Drive Premiumisation with Health-Focused Innovation

Chart 29 - Purina's Dog Food with Restricted Fat Levels and High Digestibility

Ai Integration Reshapes Pet Care Purchasing and Personalisation

ECONOMIC CONTEXT

Chart 30 - Economic Context for Pet Care

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Pet Care

Chart 34 - Population 2021-2031

Chart 35 - Consumer Expenditure 2021-2031

Chart 36 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/other-pet-food-in-portugal/report.