



Pet Products in South Korea

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Pet Products

INDUSTRY PERFORMANCE

Steady Growth Tempered by Economic Pressures Shapes Sales and Consumer Behaviour

Chart 2 - Private Label Products Gain Traction as Consumers Prioritise Value

Other Pet Products Dominate Sales While Cat Litter Shows Fastest Growth

Wellness and Multifunctionality Trends Drive Function Led-Innovation

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers to Prioritise Value and Essential Spending Amid Cautious Growth

Other Pet Products to Lead Sales While Cat Litter Shows Strongest Growth Momentum

Polarised Channel Strategies and Multifunctional Products to Reshape Demand Dynamics

Chart 5 - Dear Labs Drives Demand for Multifunctional Pet Supplements

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Maintain Fragmented Positions Amid Price-Driven Competition

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Naver's E-Commerce Expansion Reshapes Product Discovery and Sales Dominance

Offline Channels Decline but Support High-Involvement Experiential Purchases

Digital-First Brands Leverage E-Commerce for Agile Market Entry and Growth

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Companies Lead Innovation with Value and Multifunctional Wellness

Chart 11 - Dongkook Pharma Launches Pet Wellness Line

ECONOMIC CONTEXT

Chart 12 - Economic Context for Pet Products

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Pet Products

Chart 16 - Population 2021-2031

Chart 17 - Consumer Expenditure 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Cautious Consumer Spending Shapes Slower Growth Despite Resilient Demand

Pet Products Leads in Value While Cat Food Captures Fastest Growth

Brands Innovate with Affordable Quality Amid Downtrading and Premium Selectivity

Chart 20 - Royal Canin Expands Senior Cat Range

Chart 21 - Value Sales 2021-2031

Chart 22 - Volume Sales 2021-2031

Chart 23 - Value Sales by Category 2026

Chart 24 - Pet Populations 2021-2026

WHAT'S NEXT?

Cat Food Growth to Drive Overall Expansion Amid Stagnant Dog Food Volume

Chart 25 - Analyst Insight for Pet Care

Top Companies to Expand Lead as Value and Premium Offerings Gain Traction

Rising Income to Support Selective Spending Amid Inflation and Cautious Consumers

Chart 26 - Forecast Value Sales 2021-2031

Chart 27 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Position as Market Polarisation Intensifies

Market Consolidation and Niche Innovation Shape Evolving Competitive Dynamics

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Major E-Commerce Platforms Strengthen Dominance as Offline Channels Decline

Chart 30 - Retail Channels 2021-2026

PRODUCTS

Brands Adapt to Cautious Consumers by Prioritising Value and Functionality

Catsrang and Royal Canin Lead Innovation with Targeted Affordable and Premium Products

Chart 31 - Catsrang Expands into Functional Ranges as Consumers Trade Down

Market Polarisation Intensifies as Trusted Brands Capitalise on Price-Sensitive Consumers

ECONOMIC CONTEXT

Chart 32 - Economic Context for Pet Care

Chart 33 - Real Gdp Growth 2021-2031

Chart 34 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 35 - Consumer Context for Pet Care

Chart 36 - Population 2021-2031

Chart 37 - Consumer Expenditure 2021-2031

Chart 38 - 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/pet-products-in-south-korea/report.