



Euromonitor
International

Pet Care in Vietnam

June 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Rising Incomes and Pet Humanisation Fuel Strong Growth in Premium Pet Care

Cat Food Leads in Value and Growth through Consumer Investment

Brands Shape Wellness Trend through Innovation and Trust

Chart 2 - Ciao's Liquid Treat Transforms Pet Health Through Edible Wellness.

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

Chart 6 - Pet Populations 2021-2026

WHAT'S NEXT?

Local Disruptors to Transform Pet Food with Premium Fresh Offerings

Chart 7 - Analyst Insight for Pet Care

Health Multifunctionality and Ai Innovation to Reshape Pet Care Offerings

Rising Incomes and Evolving Lifestyles to Drive Premiumisation and Expansion

Chart 8 - Forecast Value Sales 2021-2031

Chart 9 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Perfect Companion Vietnam Co Ltd Strengthens Lead Amid Rising Competition

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Reshape Retail Landscape with Accessibility and Variety

Shopee and Tiktok Shop Fuel E-Commerce Growth through Social Commerce and Livestreaming

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Natural Core Drives Health and Wellness with Certified Organic Formulas

Chart 13 - Natural Core Emerges as a Prominent Example of the Pet Health and Wellness Trend

Ciao Innovates Multifunctional Treats, Merging Health Benefits with Enjoyment

Royal Canin Capitalises on Premiumisation with Tailored Nutrition and Wide Access

Chart 14 - Royal Canin Emerges as Leader in Premiumisation Movement

ECONOMIC CONTEXT

Chart 15 - Economic Context for Pet Care

Chart 16 - Real Gdp Growth 2021-2031

Chart 17 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 18 - Consumer Context for Pet Care

Chart 19 - Population 2021-2031

Chart 20 - Consumer Expenditure 2021-2031

Chart 21 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Cat Food in Vietnam](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cat Food Summary

KEY INDUSTRY TRENDS

Chart 22 - Key Industry Trends for Cat Food

INDUSTRY PERFORMANCE

Strong Growth Driven by Premium and Multifunctional Products

Dry Cat Food Dominates, with Cat Treats and Mixers Showing Dynamic Growth

Chart 23 - Ciao Transforms Cat Health Through Edible Wellness

Companies Leverage Premiumisation Trend to Capture a Wider Audience

Chart 24 - Value Sales 2021-2031

Chart 25 - Volume Sales 2021-2031

Chart 26 - Value Sales by Category 2026

WHAT'S NEXT?

Cat Food to Continue Growth as Consumers Prioritise Nutrition

Multifunctional Treats and Ai-Enabled Health Monitoring to Reshape Pet Care

Chart 27 - Analyst Insight for Cat Food

Direct-To-Consumer Models and Health Focus to Drive Competitive Advantage

Chart 28 - Forecast Value Sales 2021-2031

Chart 29 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Companies Consolidate Lead through Strategic Brand Diversification and Distribution

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead through Access and Variety

E-Commerce Platforms Captivate Consumers through Social Commerce and Promotions

Chart 32 - Retail Channels 2021-2026

PRODUCTS

Natural Core and Ciao Drive Premium and Multifunctional Innovation

Chart 33 - Natural Core Captures Affordable Premium Segment

Mars Petcare Leverages Shopee to Expand Digital Engagement and Sales

Chart 34 - Mars Petcare Leverages Shopee to Reach Consumers

ECONOMIC CONTEXT

Chart 35 - Economic Context for Cat Food

Chart 36 - Real Gdp Growth 2021-2031

Chart 37 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 38 - Consumer Context for Cat Food

Chart 39 - Population 2021-2031

Chart 40 - Consumer Expenditure 2021-2031

Chart 41 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Dog Food in Vietnam](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

KEY INDUSTRY TRENDS

Chart 42 - Key Industry Trends for Dog Food

INDUSTRY PERFORMANCE

Urban Pet Parents Embrace Premium Health Nutrition Driving Growth

Dry Dog Food Leads Value as Treats Gain Rapid Traction among Owners

Health-Focused Premiumisation Drives Product Innovation and Retail Evolution

Chart 43 - Royal Canin Exemplifies Specialised Approach to Pet Health

Chart 44 - Value Sales 2021-2031

Chart 45 - Volume Sales 2021-2031

Chart 46 - Value Sales by Category 2026

WHAT'S NEXT?

Urban Pet Parents to Drive Premium and Affordable Premium Growth in Dog Food

Chart 47 - Analyst Insight for Dog Food

Dry Dog Food to Maintains Dominance While Wet Dog Food Leads Growth

Innovative Health Claims and Personalised Nutrition to Reshape Dog Food Business

Chart 48 - Forecast Value Sales 2021-2031

Chart 49 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Manufacturers Maintain Lead Amid Slight Concentration Shift

Chart 50 - Company Shares 2025

Chart 51 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead with Convenience and Variety for Owners

E-Commerce Growth Driven by Interactive Shopping and Promotional Events

Chart 52 - Retail Channels 2021-2026

PRODUCTS

Urban Pet Parents Drive Premium Health Focus and Retail Evolution

Chart 53 - Royal Canin Offers Tailored Nutrition For Poodles

Royal Canin and Anf Exemplify Breed-Specific and Organic Innovation

Pet Mart and E-Commerce Platforms Reshape Retail and Consumer Engagement

Chart 54 - All-In-One Retail Trend Gains Traction

ECONOMIC CONTEXT

Chart 55 - Economic Context for Dog Food

Chart 56 - Real Gdp Growth 2021-2031

Chart 57 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 58 - Consumer Context for Dog Food
Chart 59 - Population 2021-2031
Chart 60 - Consumer Expenditure 2021-2031
Chart 61 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Other Pet Food in Vietnam](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Rising Incomes and Evolving Pet Preferences Fuel Category Growth
Fish Food Leads Value and Growth through Innovation
Companies Capitalise on Multifunctionality and Wellness Trends
Chart 62 - Value Sales 2021-2031
Chart 63 - Volume Sales 2021-2031
Chart 64 - Value Sales by Category 2026

WHAT'S NEXT?

Urban Pet Owners to Drive Specialised Nutrition Amid Economic Pressures
Fish Food to Maintain Lead in Value and Growth
Boutiques and Premiumisation to Reshape Nutrition Offerings for Exotic Pets
Chart 65 - Forecast Value Sales 2021-2031
Chart 66 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Companies Maintain Lead through Quality Focus and Marketing
Chart 67 - Company Shares 2025
Chart 68 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Reshape Shopping Convenience and Choice for Owners
Shopee and Tiktok Shop Propel Rapid Rise of Retail E-Commerce through Social Commerce
Chart 69 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 70 - Economic Context for Other Pet Food
Chart 71 - Real Gdp Growth 2021-2031
Chart 72 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 73 - Consumer Context for Other Pet Food
Chart 74 - Population 2021-2031
Chart 75 - Consumer Expenditure 2021-2031
Chart 76 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Products in Vietnam](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

KEY INDUSTRY TRENDS

Chart 77 - Key Industry Trends for Pet Products

INDUSTRY PERFORMANCE

Urban Premium Buyers Drive Growth Despite Price Sensitivity

Other Pet Products Lead Value with Fastest Growth in Healthcare

Chart 78 - Tdpetcare: Utilizing Vietnam's Botanicals for Sustainable and Health-Conscious Pet Care

Companies Drive Innovation through Retail Format and Ai

Chart 79 - Value Sales 2021-2031

Chart 80 - Value Sales by Category 2026

WHAT'S NEXT?

Younger Urban Consumers to Drive Growth Amid Inflation Pressures

Other Pet Products to Remain Largest While Healthcare Leads Growth Momentum

Smart Technology and Functional Innovation to Reshape Consumer Choices and Distribution

Chart 81 - Forecast Value Sales 2021-2031

Chart 82 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Hoang Anh Co Ltd Strengthens Leadership through Distribution and Affordability

Chart 83 - Company Shares 2025

Chart 84 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Dominate through Convenience and Choice

E-Commerce Platforms Accelerate Pet Product Sales through Interactive Shopping

Chart 85 - Retail Channels 2021-2026

PRODUCTS

Paddy Enhances Pet Retail with Health and Lifestyle Services

Chart 86 - Paddy Launches Its Fourth Store in 2025, Including a Health Clinic and Spa.

Tdpetcare Leverages Vietnamese Botanicals for Sustainable Pet Care

Petkit Vietnam Drives Premium Ai Pet Care with Smart Monitoring

Chart 87 - Petkit Vietnam Launches Purebot Max Pro with Camera Ai

ECONOMIC CONTEXT

Chart 88 - Economic Context for Pet Products

Chart 89 - Real Gdp Growth 2021-2031

Chart 90 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 91 - Consumer Context for Pet Products

Chart 92 - Population 2021-2031

Chart 93 - Consumer Expenditure 2021-2031

Chart 94 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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-care-in-vietnam/report.