



Pet Products in Vietnam

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

Urban Premium Buyers Drive Growth Despite Price Sensitivity

Other Pet Products Lead Value with Fastest Growth in Healthcare

Chart 2 - Tdpetcare: Utilizing Vietnam'S Botanicals for Sustainable and Health-Conscious Pet Care

Companies Drive Innovation through Retail Format and Ai

Chart 3 - Value Sales 2021-2031

Chart 4 - 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 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Hoang Anh Co Ltd Strengthens Leadership through Distribution and Affordability

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Dominate through Convenience and Choice

E-Commerce Platforms Accelerate Pet Product Sales through Interactive Shopping

Chart 9 - Retail Channels 2021-2026

PRODUCTS

Paddy Enhances Pet Retail with Health and Lifestyle Services

Chart 10 - 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 11 - Petkit Vietnam Launches Purebot Max Pro with Camera Ai

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

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

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?

Local Disruptors to Transform Pet Food with Premium Fresh Offerings

Chart 25 - 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 26 - Forecast Value Sales 2021-2031

Chart 27 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Perfect Companion Vietnam Co Ltd Strengthens Lead Amid Rising Competition

Chart 28 - Company Shares 2025

Chart 29 - 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 30 - Retail Channels 2021-2026

PRODUCTS

Natural Core Drives Health and Wellness with Certified Organic Formulas

Chart 31 - 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 32 - Royal Canin Emerges as Leader in Premiumisation Movement

ECONOMIC CONTEXT

Chart 33 - Economic Context for Pet Care

Chart 34 - Real Gdp Growth 2021-2031

Chart 35 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 36 - Consumer Context for Pet Care

Chart 37 - Population 2021-2031

Chart 38 - Consumer Expenditure 2021-2031

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-vietnam/report.