



Euromonitor
International

Cat Food in Hungary

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cat Food Summary

INDUSTRY PERFORMANCE

Premium Brands and Value Formats Drive Growth Amid Cautious Spending

Chart 1 - Petsup Launches Gender-Specific Cat Food, a First for the Market

Wet Cat Food Leads While Treats Show Fastest Growth

Petsup's Gender-Specific Launch and Fressnapf's Jumbo Packs Reshape Offerings

Chart 2 - Private Label and Jumbo Multipacks Reshape Hungary's Cat Food Shelves

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Premium and Health-Led Demand to Drive Steady Cat Food Growth

Wet Cat Food to Remain Largest While Treats Lead Growth

Local Innovation and Health Trends to Reshape Brand Strategies and Channels

Chart 6 - Felix Launches Deli Moments Liquid Cat Treat

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Manufacturers Maintain Lead Amid Measured Share Shifts

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Discounters Strengthen Lead through Competitive Pricing

Retail E-Commerce Gains Traction with Value Packs and Special Diet Products

Chart 11 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 12 - Economic Context for Cat Food

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Cat Food

Chart 16 - Population 2021-2031

Chart 17 - Consumer Expenditure 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth Despite Volume Decline

Dog Food Remains Largest Category with Cat Food Showing Premium Value Momentum

Chart 20 - Petchef Drives Premium Wet Food Momentum in Hungary

Premiumisation and Wellness Trends Drive Innovation and Growth

Chart 21 - Value Sales 2021-2031

Chart 22 - Volume Sales 2021-2031

Chart 23 - Value Sales by Category 2026

Chart 24 - Sales Pet Populations 2021-2026

WHAT'S NEXT?

Retailers to Leverage Private Label Dominance While Premium Demand Grows Steadily

Dog Food to Retain Value Leadership While Cat Food Experiences Faster Growth

Health Trends and Digital Engagement to Reshape Purchasing and Loyalty Strategies

Chart 25 - Farkaskonyha Expands Barf Portfolio with Sensitive Complete Menu for Dogs

Chart 26 - Forecast Value Sales 2021-2031

Chart 27 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Companies Sustain Lead through Diversified Portfolios and Distribution

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Discounters Lead through Convenience and Pricing

Retail E-Commerce Expands with Premium Fresh and Niche Product Focus

Chart 30 - Retail Channels 2021-2026

PRODUCTS

Petchef and Farkaskonyha Drive Premium and Health-Focused Product Growth

Lidl Reinforces Private Label Dominance through Grocery-Led Convenience and Pricing

Innovations in Air-Dried and Liquid Treats Diversify Pet Food and Boost Premium Positioning

Chart 31 - Lidl'S Private Label Dominance Reinforces Grocery-Led Pet Food Buying

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/cat-food-in-hungary/report.