



Other Pet Food in the Philippines

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Healthy Growth Driven by Rising Disposable Incomes and Digital Channel Expansion

Fish Food Leads Value Sales, While Bird Food and Small Mammal/Reptile Food Also Show Positive Growth

Perfect Companion and Vitakraft Pioneer Premium Nutrition Boosting Specialty Channels

Chart 1 - Value Sales 2021-2031

Chart 2 - Volume Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Retail E-Commerce Expansion Expected to Drive Steady Growth

Fish Food to Remain the Largest Category, While Bird Food and Small Mammal/Reptile Food Sales Remain Stable

Quality Assurance and Regulatory Compliance to Become Key Competitive Advantages

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Companies Sustain Strength through Distribution and Customer Loyalty

Emerging Niche Players Expand Reach through Various Strategies

Local Startups and Private Label Gain Traction with Affordability

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Maintain Lead through Broad Reach and Convenience

Retail E-Commerce Reshapes Access to Specialised Feeds with Convenience and Variety

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Other Pet Food

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Other Pet Food

Chart 13 - Population 2021-2031

Chart 14 - Consumer Expenditure 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Care in the Philippines - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Pet Care Growth Driven by Premiumisation

Dog Food Remains the Largest Category While Cat Food Sees Strongest Growth

Chart 17 - Petpal App Makes Vet Care Easy for Filipino Pet Parents

Wellbeing Trend Boosts Functional and Preventive Care

Chart 18 - Value Sales 2021-2031

Chart 19 - Volume Sales 2021-2031

Chart 20 - Value Sales by Category 2026

Chart 21 - Pet Populations 2021-2026

WHAT'S NEXT?

Strong Dog Food Growth Projected to Lead Market Expansion

Chart 22 - Analyst Insight for Pet Care

Compliance and Transparency to Become Critical for Digital Market Growth

Social Commerce Expected to Reshape Pet Care Distribution

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Global Companies Retain Top Places Amid Rising Local Competition

Local Companies Target Distinct Market Opportunities

Innovative Launches and Digital Services Reshape Growth

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

PET SHOPS AND SUPERSTORES REMAIN THE LEADING CHANNEL, WHILE SUPERMARKETS ALSO PERFORM WELL

Fisher Mall and Pooch Park Pioneer Experiential Retail to Deepen Pet Owner Engagement

Lazada and Shopee Lead Growth of Online Pet Care through Promotions and Subscriptions

Chart 27 - Retail Channels 2021-2026

PRODUCTS

Prof. Bengal's Launch Highlights Science-Backed Nutrition

Chart 28 - Apps Combine Social, Dating, and Telemedicine Services for Pets

Unleash Ph and Petpal Leverage on Social Connectivity

Petsologist Positions Grooming as Essential Wellness Routine

Chart 29 - Petsologist Launches New Premium Pet Grooming Line

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

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-the-philippines/report.