



Euromonitor
International

Pet Products in Ireland

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Pet Humanisation and Preventive Care Adoption

Other Pet Products Lead Value with Growth in Pet Healthcare and Cat Litter

Johnson'S and Mor Chem Drive Health and Premiumisation Trends, Discounters Boost Accessibility

Chart 1 - Johnson'S Expands Preventive Pet Care with Guardian Plus Spot-On Launch

Chart 2 - Value Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Health-Conscious Purchasing and Routine Care Integration to Drive Steady Growth

Other Pet Products to Lead as Premiumisation and Wellness Drive Purchasing Decisions

Retail E-Commerce Set to Outpace Traditional Formats in Ireland's Pet Products

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Johnson'S Veterinary Products Sustains Lead Amid Evolving Consumer Priorities

Private Label Expansion Drives Evolving Competition and Opportunity

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads Growth While Veterinary Clinics Gain Share

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Pet Products

Chart 10 - Real GDP Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Pet Products

Chart 13 - Population 2021-2031

Chart 14 - Consumer Expenditure 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Rising Incomes and Health-Focused Spending Underpin Pet Care Growth

Pet Health and Wellness Drives Incremental Innovation and Premium Spending

Retail E-Commerce Growth Transforms Retail Access and Brand Strategies

Chart 17 - Value Sales 2021-2031

Chart 18 - Volume Sales 2021-2031

Chart 19 - Value Sales by Category 2026

Chart 20 - Pet Populations 2021-2026

WHAT'S NEXT?

Pet Humanisation to Support Consumer Spending Amid Resilient Pet Care Market

Health and Wellness to Concentrate Future Premiumisation Growth

Retail E-Commerce and Omnichannel Investment to Become Essential for Competitiveness

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mars and Purina Strengthen Leadership Amid Gradual Market Share Shifts

Chart 23 - Hill's ActivBiome+ Innovation Reinforces Health & Wellness Focus in Pet Care

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Retail E-Commerce Growth Reshapes Pet Care Retail Landscape

Emerging Retail Launches Drive Convenience and Premiumisation

Chart 26 - Retail Channels 2021-2026

PRODUCTS

Hill's Activbiome+ Advances Health-Led Pet Care Innovation

Ydolo's Premium Wet Food Launch Boosts Selective Premiumisation

Chart 27 - YDOLO's Premium Wet Food Launch Strengthens Premiumisation in Pet Care

ECONOMIC CONTEXT

Chart 28 - Economic Context for Pet Care

Chart 29 - Real GDP Growth 2021-2031

Chart 30 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 31 - Consumer Context for Pet Care

Chart 32 - Population 2021-2031

Chart 33 - Consumer Expenditure 2021-2031

Chart 34 - 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-ireland/report.