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**Report Highlights:**

Hong Kong is a long-standing market for U.S. pet food, with the United States remaining the leading supplier for over two decades due to strong consumer confidence in U.S. safety standards, quality control, and country-of-origin branding. In 2025, Hong Kong imported \$28.8 million of U.S. dog and cat food, up 2.8 percent year-on-year, even as total global pet food imports fell 6.5 percent to \$142 million. About \$41 million (29 percent) of imports were re-exported—mainly to mainland China and Macau—while \$101 million (71 percent) stayed in the local market. Demand for premium, science-based, and functional pet food continues to grow, supporting opportunities for U.S. exporters.

## SECTION I. SITUATION AND OUTLOOK

*Note: For the purpose of this report, unless otherwise stated, pet food refers to dog and cat food for retail sales (H.S. Code: 2309.10).*

In 2025, Hong Kong's global pet food imports declined by 6.5 percent year-on-year to \$142 million, reflecting weaker domestic demand, a declining dog population, and greater consumer price sensitivity amid rising living costs. Despite these challenges, U.S. pet food continues to enjoy a strong reputation in Hong Kong for quality, ingredient transparency, and advanced production standards. After several years of decline, U.S. exports to Hong Kong rebounded in 2025 to approximately \$28 million, a 6.6 percent increase from the previous year.

Competition from regional suppliers such as Thailand, Taiwan, and mainland China has intensified, particularly in lower-priced segments of the market. However, demand for premium, organic, specialized, and novel-protein pet food products continues to create opportunities for U.S. exporters, as Hong Kong consumers often associate U.S.-origin products with higher safety and quality standards. Market opportunities are particularly strong in the premium and functional pet food categories, including products targeting specific health conditions, life stages, or dietary needs.

Hong Kong's pet food retail market reached \$778 million in 2025, representing a modest increase from \$761 million in 2024. Dog and cat food accounted for 99.7 percent of total pet food sales, while other pet food products represented only a small share of the market. Although overall growth has slowed in recent years, premiumization continues to drive value growth as pet owners increasingly view pets as family members and are willing to spend more on higher-quality nutrition and specialized products.

Hong Kong's role as a regional trading hub also provides indirect opportunities for U.S. exporters, as imported pet food is frequently re-exported to neighboring markets, including mainland China. Looking ahead, continued growth in premium pet food consumption and projected expansion of Hong Kong's pet care market—expected to reach \$854 million by 2030—should support steady demand for high-quality imported products. Consumer and trade pet exhibitions, such as the [Hong Kong Pet Show](#), also provide a platform for U.S. brands to introduce new products and expand market presence.

## SECTION II. PET FOOD TRADE

### (A) U.S. Exports

Hong Kong ranked as the **eleventh-largest export destination** for U.S. pet food in 2025. Over the past three years, despite pandemic-related disruptions and subsequent pressure on consumer spending, U.S. pet food exports globally have remained relatively stable, fluctuating between \$2.4 billion and \$2.5 billion annually. Although overall U.S. pet food exports declined slightly in 2025, shipments to Hong Kong increased by 6.6 percent year-on-year to approximately \$28 million. The United States continues to benefit from strong brand recognition and a reputation for high safety and quality standards among Hong Kong pet owners. Globally, U.S. pet food exports remain supported by strong demand for

premium and specialized formulations, including grain-free, functional, and veterinary-recommended diets, which are also increasingly popular among Hong Kong consumers.

**Hong Kong: Table 1 - U.S. Pet Food Exports<sup>1</sup>**

Rank	Export Market	January-December U.S. Exports (Million USD)					% Change
		2021	2022	2023	2024	2025	24vs25
	World	2,056	2,482	2,405	2,529	2,440	-3.5
1	Canada	977	1,123	1,200	1,252	1,189	-5.0
2	Mexico	165	178	206	234	261	11.2
3	China	72	264	258	297	245	-17.5
4	Japan	119	135	122	111	113	2.0
5	Australia	93	128	90	107	104.6	-1.7
6	Colombia	53	55	47	45	52.5	17.1
7	South Korea	55	62	42	46	47.4	3.2
8	Taiwan	38	37	39	35	41.7	18
9	Netherlands	26	24	26	25	33	29
10	Costa Rica	46	48	39	29	32	11.4
11	Hong Kong	35	33	32	26	28	6.6

(Source: GATS)

**(B) Hong Kong Imports**

In 2025, Hong Kong’s global imports of pet food declined by 6.5 percent year-on-year to \$142 million. The United States remained the top supplier, recording 2.8 percent growth compared to 2024. However, U.S. market share has declined compared to earlier years due to intensified competition from regional suppliers that **often compete on price and proximity, while U.S. exporters tend to compete in higher-value segments emphasizing premium ingredients, nutritional science, and product safety.** Thailand has emerged as a particularly strong competitor, with imports reaching \$26 million in 2025 and showing steady growth over the past five years. Imports from several smaller supplying countries have also increased, further reducing U.S. market share.

**Hong Kong: Table 2 – Pet Food Imports**

Supplying Countries	Total Imports (Million USD)					% Change	% Change
	2021	2022	2023	2024	2025	24 v25	21 v 25
(1) United States	44	36	34	28	29	2.8%	-34%
<i>U.S. Share of World Total</i>	<i>29%</i>	<i>23%</i>	<i>21%</i>	<i>18%</i>	<i>20%</i>		
(2) Thailand	22	23	24	26	26	2%	17%

<sup>1</sup> GATS-BICO- U.S. Exports of Dog & Cat Food

(3) Japan	14	13	15	15	15	1%	6%
(4) Germany	7	12	14	17	9	-46%	25%
(5) Taiwan	8	12	12	11	11	6%	38%
(6) Canada	10	19	11	13	10	-18%	-34%
Total from Top 6 Suppliers	105	115	110	110	100	-9%	-5%
<i>Share of Top 6 Suppliers</i>	70%	74%	69%	73%	70%		
Total from Rest of World	47	41	49	42	42	0%	-11%
<i>Share of Rest of World</i>	30%	26%	31%	27%	30%		
<b>World Total</b>	<b>152</b>	<b>156</b>	<b>159</b>	<b>152</b>	<b>142</b>	<b>-7%</b>	<b>-6%</b>

(Source: Trade Data Monitor)

### (C) Re-exports and Retained Imports<sup>2</sup>

Hong Kong does not produce pet food locally and relies entirely on imports to meet domestic demand and support re-exports. In 2025, Hong Kong imported \$142 million of pet food, a 6.5 percent decline from the previous year. Of this total, approximately \$101 million (71 percent) was retained for domestic consumption, while \$41 million (29 percent) was re-exported. Although overall imports declined, re-exports increased by 16.5 percent year-on-year, reflecting Hong Kong's role as a regional distribution center for premium imported pet food, particularly for products entering southern China through cross-border retail channels.<sup>3</sup>

**Hong Kong: Table 3 – Pet Food Trade**

	(Million USD)				
	2021	2022	2023	2024	2025
Gross Imports	152	156	159	152	142
Re-exports	56	47	35	35	41
Retained Imports	96	109	112	117	101
Retained Imports (Percent)	63%	70%	71%	73%	71%

(Source: Trade Data Monitor)

## SECTION III. PET OWNERSHIP

In 2025, pet ownership trends in Hong Kong continued to diverge between dogs and cats. The dog population declined to 273,000, a 16 percent decrease from 2021, while the cat population grew by 18 percent over the same period to reach 340,000. These shifts reflect broader demographic changes in the city, including emigration and negative natural population growth, which have reduced the number of long-term resident households that have traditionally owned dogs. At the same time, immigration inflows under various talent and visa schemes have not yet resulted in significant increases in pet ownership, as many new arrivals are less likely to keep pets immediately after relocating. Post-pandemic lifestyle changes have also influenced ownership patterns, with more residents spending time outside the

<sup>2</sup> Retained imports=Gross Imports- Re-exports

<sup>3</sup> Trade Data Monitor

home and favoring lower-maintenance pets such as cats that are better suited to Hong Kong’s dense urban living environment.

**Hong Kong: Table 4 – Pet Population ('000 of animals)**

Thousands of Animals	2021	2022	2023	2024	2025	Growth (2023 v 2024)	Growth (2021 v 2025)
Dog Population	325	312	304	279	273	-2.5%	-16%
Cat Population	288	278	319	332	340	2.4%	18%

(Source: Euromonitor International)

#### SECTION IV. PET FOOD DOMESTIC SALES

In 2025, Hong Kong’s pet food market remained relatively stable, with total sales reaching \$779 million, a modest increase of 0.4 percent from the previous year. Dog food accounted for \$299 million (38 percent) of the market, while cat food represented \$477 million (61 percent). Pet owners increasingly prioritize higher-quality and more innovative products, with growing interest in pet supplements, healthcare products, and pet insurance. This trend reflects growing awareness of pet wellness and the high cost of veterinary care in Hong Kong.

Between 2021 and 2025, total dog food sales declined by 4.6 percent. Within the category, premium dry dog food sales fell by 4.6 percent, premium wet dog food declined by 13 percent, and dog treats and mixers decreased by 7.7 percent. The decline in sales reflects the shrinking dog population, which fell to 273,000 in 2025. Despite this trend, average annual spending per dog increased to \$1,095, indicating that remaining dog owners are spending more per pet and increasingly prioritizing higher-quality products.

**Hong Kong: Table 5 - Dog Food Domestic Sales (USD Million)**

	2021	2022	2023	2024	2025	Growth (24v 25)	Growth (21v25)
<b>Dog Treats and Mixers</b>	<b>90</b>	<b>97</b>	<b>100</b>	<b>99</b>	<b>97</b>	<b>-2%</b>	<b>-7.7%</b>
<i>Percentage of Total</i>	<i>34%</i>	<i>33%</i>	<i>33%</i>	<i>32%</i>	<i>32%</i>		
<b>Dry Dog Food</b>	<b>167</b>	<b>170</b>	<b>188</b>	<b>177</b>	<b>171</b>	<b>-1.7%</b>	<b>-2.3%</b>
<i>Percentage of Total</i>	<i>57%</i>	<i>52%</i>	<i>53%</i>	<i>57%</i>	<i>33%</i>		
- Economy Dry Dog Food	0	0	0	0	0	0	0
-Mid-Priced Dry Dog Food	14	14	13	14	14	-0.1%	-0.1%
- Premium Dry Dog Food	151	156	162	160	158	-1.3%	-4.6%
<b>Wet Dog Food</b>	<b>33</b>	<b>32</b>	<b>32</b>	<b>31</b>	<b>30</b>	<b>-3.2%</b>	<b>3.9%</b>
<i>Percentage of Total</i>	<i>12%</i>	<i>11%</i>	<i>10%</i>	<i>10%</i>	<i>10%</i>	<i>10%</i>	
- Economy Wet Dog Food	0	0	0	0	0	0	0
- Mid-Priced Wet Dog Food	3	3	3	3	3	3	-5.7%
-Premium Wet Dog Food	31	30	28	28	27	28	-13%
<b>Total Dog Food Domestic Sales (Million USD)</b>	<b>290</b>	<b>300</b>	<b>309</b>	<b>304</b>	<b>299</b>	<b>-1.6%</b>	<b>-4.6%</b>
<b>Dog Population ('000)</b>	<b>325</b>	<b>312</b>	<b>304</b>	<b>279</b>	<b>273</b>	<b>-2.1%</b>	<b>-16%</b>
<b>Average Sales per Dog (USD)</b>	<b>892</b>	<b>961</b>	<b>613</b>	<b>1,089</b>	<b>1,095</b>	<b>0.5%</b>	<b>23%</b>

(Source: Euromonitor International)

In contrast, Hong Kong’s cat food market continued to expand in 2025, with total domestic sales reaching \$477 million, a 3.2 percent increase from 2024 and 37 percent higher than in 2021. Growth occurred across all major segments, with dry cat food sales increasing by 42 percent over the period, wet cat food rising by 51 percent, and cat treats and mixers growing by 26 percent. The city’s cat population reached 340,000 in 2025, up 2.4 percent from 2024 and 18 percent from 2021, supporting continued growth in demand for cat food products. Average annual sales per cat increased to \$1,403, representing a 16 percent increase from 2021, indicating that cat owners are spending more per pet, particularly on premium, innovative, and health-focused products. These trends reflect strong consumer interest in high-quality nutrition, specialized diets, and pet supplements, consistent with broader efforts among Hong Kong pet owners to improve pet wellbeing and manage long-term healthcare costs.

**Hong Kong: Table 6 - Cat Food Domestic Sales (USD Million)**

	2021	2022	2023	2024	2025	Growth (24v 25)	Growth (21v25)
<b>Cat Treats and Mixers</b> <i>Percentage of Total</i>	<b>42</b> <i>12%</i>	<b>47</b> <i>12%</i>	<b>50</b> <i>13%</i>	<b>51</b> <i>11%</i>	<b>53</b> <i>11%</i>	<b>3.9%</b>	<b>26%</b>
<b>Dry Cat Food</b> <i>Percentage of Total</i>	<b>146</b> <i>42%</i>	<b>173</b> <i>41%</i>	<b>188</b> <i>39%</i>	<b>199</b> <i>43%</i>	<b>207</b> <i>43%</i>	<b>4%</b>	<b>42%</b>
- Economy Cat Food	0	0	0	0	0	0	0
-Mid-Priced Cat Food	3	3	2	2	2	-2.7%	-17.3%
- Premium Cat Food	143	152	185	196	204	4.1%	42%
<b>Wet Cat Food</b> <i>Percentage of Total</i>	<b>161</b> <i>47%</i>	<b>176</b> <i>48%</i>	<b>193</b> <i>48%</i>	<b>205</b> <i>44%</i>	<b>217</b> <i>45%</i>	<b>5.9%</b>	<b>51%</b>
- Economy Wet Cat Food	0	0	0	0	0	0	0
- Mid-Priced Wet Cat Food	6	5	5	4	4	-1.2%	-33%
-Premium Wet Cat Food	155	171	188	201	212	5.5%	55%
<b>Total Cat Food Domestic Sales (Million USD)</b>	<b>349</b>	<b>396</b>	<b>428</b>	<b>462</b>	<b>477</b>	<b>3.2%</b>	<b>37%</b>
<b>Cat Population ('000)</b>	<b>288</b>	<b>278</b>	<b>280</b>	<b>332</b>	<b>340</b>	<b>2.4%</b>	<b>18%</b>
<b>Average Sales per Cat(USD)</b>	<b>1,212</b>	<b>1,424</b>	<b>1,528</b>	<b>1,391</b>	<b>1,403</b>	<b>0.9%</b>	<b>16%</b>

(Source: Euromonitor International)

Local pet owners are also placing greater emphasis on ingredient transparency, favoring products with clean labels over reliance on brand reputation alone. Beyond specialized food, pet supplements have gained popularity, reflecting concerns over the high cost of veterinary care. In 2025, Hong Kong’s pet healthcare sales grew 1 percent, reaching \$177 million, underscoring steady demand for products that support pet wellness and health.

## SECTION V. DISTRIBUTION CHANNELS

Pet owners in Hong Kong generally avoid purchasing large bulk packages of pet food, instead preferring smaller and more frequent purchases due to limited household storage space. Hong Kong has more than

748 supermarkets and over 1,100 pet-related retail shops, providing convenient access to pet food products.

In 2025, e-commerce platforms and pet specialty shops remained the dominant sales channels for pet food. E-commerce accounted for 45.6 percent of total cat food sales and 39.7 percent of dog food sales, reflecting the growing importance of online platforms as consumers seek convenience, competitive pricing, and a wider selection of products. Pet shops continue to play an important role, particularly for dog food, by offering specialized products and personalized services. Veterinary clinics remain a niche but important channel for therapeutic and prescription diets recommended through professional consultation.

**Hong Kong: Table 7 - Distribution Channels for Pet Food 2025 (Based on Sales Value)**

Channel	Cat Food	Dog Food
Grocery Retailers	5.9%	9.7%
Pet Shops	41.8%	45.6%
E-commerce	45.6%	39.7%
Veterinary clinics	5.9%	4.7%
Others	0.8%	0.3%
<b>Total</b>	<b>100%</b>	<b>100%</b>

(Source: Euromonitor International)

## SECTION VI. COMPETITION

### (A) Import Costs

Hong Kong is an open, highly competitive market. In 2025, the top five pet food suppliers (United States, Thailand, Germany, Japan, and Canada) accounted for 65 percent of Hong Kong’s total pet food imports. U.S. pet food products were price-competitive compared with those of major competitors. Despite the presence of several leading global brands (Table 9), the market remains highly fragmented, with numerous smaller brands collectively accounting for the majority of sales.

**Hong Kong: Table 8 - Pet Food Import Unit Cost<sup>4</sup>**

Supplier	(Unit Cost: USD/Kg)				
	2021	2022	2023	2024	2025
World Total	4.21	4.31	4.90	4.61	4.51
<b>United States</b>	<b>4.17</b>	<b>3.99</b>	<b>5.56</b>	<b>4.89</b>	<b>5.15</b>
Thailand	3.17	3.72	3.83	3.43	3.77
Japan	8.50	7.25	8.05	8.05	8.59
Germany	4.42	4.47	4.82	7.16	4.30
Taiwan	12.88	14.87	12.46	8.71	9.27

(Source: Calculation based on Trade Data Monitor data)

<sup>4</sup> Import value (USD)/Import volume (KG)

**Hong Kong: Table 9 - Major Dog Food Brands/Share**

Major Brands	Supplier/Manufacturer	Share in 2024 value
Royal Canin	Mars Hong Kong Ltd	5.8%
Hill's Science Diet	Hill's Pet Nutrition Inc	4.7%
Pedigree	Mars Hong Kong Ltd	3.9%
Hill's Prescriptions Diet	Hill's Pet Nutrition Inc	2.0%
DoggyMan	DoggyMan Hayashi KK	1.7%
Sunrise	Sunrise Co Ltd	1.5%
<i>Others</i>		<b>80.4%</b>

(Source: Euromonitor International)

**Hong Kong: Table 10 - Major Cat Food Brands**

Major Brands	Supplier/Manufacturer	Share in 2024 value
Royal Canin	Mars Hong Kong Ltd	7.8%
Kakato	MaxiPro (Asia) Ltd	3.0%
Mon Petit	Nestlé Hong Kong Ltd	3.0%
Hill's Science Diet	Hill's Pet Nutrition Inc	2.8%
Ciao	Inaba Pet Food Co Ltd	2.3%
<i>Others</i>		<b>81.1%</b>

(Source: Euromonitor International)

For additional information on retail pricing and available pet food brands in Hong Kong, please see the following retail sites (retail prices are shown in Hong Kong Dollars (HKD). 1 USD = 7.8 HKD):

- [ParknShop](#) (one of the two largest supermarket chains in Hong Kong with over 250 stores)
- [HKTV Mall](#) (the largest e-commerce platform in Hong Kong)
- Pet food shops / platforms (selected):
  - [Vetopia](#)
  - [Epet.hk](#)
  - [Petproject](#)
  - [Petsco](#)
  - [Animal Hospital](#)
  - [Petmarket](#)

## SECTION VII. IMPORT REGULATIONS

Hong Kong's Agriculture, Fisheries and Conservation Department (AFCD) is the government authority responsible for pet food oversight. Pet food in Hong Kong is not subject to specific regulations governing production, importation, sales, labeling, or labeling claims, and there are no tariffs or taxes on pet food imports. Import permits are not required. However, the AFCD encourages importers to include a veterinary certificate endorsed by the competent veterinary authority in the exporting country to accompany shipments exported to Hong Kong, particularly for products containing ingredients derived from ruminant, porcine, poultry, or milk sources. The recommended certificate wording is provided in an AFCD [Circular](#).

In February 2020, the AFCD completed a safety study of pet food products available in the Hong Kong market. Microbiological and chemical testing covered eight common pathogens (including Salmonella) and harmful substances such as melamine across 360 samples. The results were satisfactory, and the AFCD concluded that no additional regulatory measures were necessary at that time and that it would continue monitoring the market.

In the [Chief Executive's 2025 Policy Address](#), the Hong Kong government announced plans to promote a more pet-friendly culture in the city. Policies encouraging additional pet-friendly spaces may support further growth in the pet sector.

## **SECTION IX. KEY CONTACT INFORMATION**

### **Post Contact**

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### **Attachments:**

No Attachments.