

South Korea Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

South Korea Pet Food Market Analysis

The South Korea pet food market size stands at USD 1.71 billion in 2025 and is projected to climb to USD 2.58 billion by 2030, reflecting an 8.6% CAGR over the forecast period. Several forces combine to create this growth pace. A landmark 2024 dog-meat ban has accelerated dog adoptions, while rapid urbanization is steering younger households toward cats and other low-maintenance companions. Digital commerce already accounts for two-thirds of sales, giving brands rich data for targeted product launches. Premium and functional recipes continue to command higher margins, and insect protein is emerging as a sustainable differentiator. Domestic manufacturers defend shelf space through deep cultural insight and agile supply chains, even as multinationals expand local production and direct-to-consumer channels. Headline risks revolve around foreign exchange volatility on imported inputs, stricter labeling rules, and the lingering trust deficit after a 2024 cat-food toxicity crisis.

South Korea Pet Food Market Trends and Insights

Growing pet ownership and pet humanization

One in four Korean households now owns a companion animal, a ratio that rose sharply after pandemic-era lifestyle changes and the 2024 dog-meat ban. Pet parents seek human-grade ingredients, fueling premium recipes that mirror mainstream food trends. Retail data show pet stroller sales surpass baby-pram sales in major cities, symbolizing pets' elevated family status. The willingness to spend more on nutrition, healthcare, and leisure keeps average annual outlays on dogs almost double that for cats,

anchoring revenue growth for the South Korea pet food market.

Premium and functional nutrition demand surge

Functional diets that target joint health, digestion, or cognition now outpace conventional SKUs. Harim Group recorded a 15% sales jump in 2024 after launching condition-specific formulations fortified with probiotics and omega-3s. Korean shoppers also welcome herbal actives such as ginseng and green tea catechins, leveraging familiarity with traditional medicine. Margins in this tier run 20-30% above mass-market lines, motivating both multinationals and domestic challengers to invest in clinical substantiation and veterinary endorsements.

High import dependence and FX-linked cost volatility

Roughly half the amino-acid, vitamin, and fat inputs originate overseas, with the United States as top source. A weak KRW raises landed costs, narrowing margins on premium SKUs or forcing shelf-price hikes that can dampen volume. The standard 7% tariff on finished pet food magnifies the squeeze.

Other drivers and restraints analyzed in the detailed report include:

Rapid e-commerce and last-mile delivery expansion / Government ban on dog-meat spurring dog adoptions / Trust crisis after 2024 cat-food toxicity cases /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Dogs held a 65% share of the South Korean pet food market in 2024, buoyed by adoption surges post-ban and higher average spending on larger animals. The South Korean pet food market size tied to cats is forecast to grow at 11.1% CAGR by 2030 as apartment living favors self-sufficient pets. Veterinary bodies note a parallel uptick in small-mammal and fish ownership, but those categories remain niche and often rely on imported specialty diets.

The humanization wave affects both major species. Owners purchase life-stage diets, breed-specific kibble, and single-serve wet pouches that minimize waste. Dogs still command more grooming, treat, and supplement purchases, locking in the bulk of incremental revenue. Yet cat SKUs record faster turnover online because feline owners prefer variety packs and auto-ship bundles to avoid stock-outs.

The South Korea Pet Food Market Report is Segmented by Pet Type (Dogs, Cats, and Others), Product Type (Dry Pet Foods, Wet Pet Foods, Veterinary Diets, Treats and Snacks, and More), and Distribution Channel (Hypermarkets/Supermarkets, Specialty Stores, Online Channels, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Mars Inc. (Royal Canin, Pedigree) / Nestle SA (Purina) / LG Unicharm Co., Ltd. / CJ CheilJedang (O'Nature) / Harim Group (Jeil Feed) / Lotte Wellfood Co., Ltd. / Hill's Pet Nutrition Inc. (Colgate-Palmolive) / Cargill Inc. (Nutrena) / WellPet LLC (Clearlake Capital) / Diamond Pet Foods Inc. (Schell & Kampeter Inc.) / Pulmuone Co., Ltd. (Amio) / Blackwood Pet Food / Hermos Co., Ltd. / ATBIO&MISO Co., Ltd. / S&H Bio Co., Ltd. (Petmeal) /

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