

South Africa Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 80 pages | Mordor Intelligence

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Report description:

South Africa Pet Food Market Analysis

The South Africa pet food market was valued at USD 0.72 billion in 2025 and estimated to grow from USD 0.80 billion in 2026 to reach USD 1.33 billion by 2031, at a CAGR of 10.72% during the forecast period (2026-2031). Growth is anchored in a well-established pet culture, the country's expanding middle-income group, and sustained premiumization. Food products hold the largest revenue share, private-label penetration rises in grocery chains, and e-commerce partnerships accelerate same-day fulfillment. Local manufacturers invest in solar-powered plants and novel proteins to protect margins against grain price volatility. Regulatory barriers under Act 36 of 1947 safeguard quality and deter rapid foreign entry, further consolidating domestic advantages.

South Africa Pet Food Market Trends and Insights

Rising Pet Humanization and Premiumization

Pet humanization fundamentally reshapes purchasing decisions as 85% of South African pet owners view pet nutrition as equally important to human health, driving demand for functional ingredients targeting aging, joint mobility, and digestive wellness. Montego Pet Nutrition's launch of 49 new products in 2024, including PURE Collagen Protein formulations with hydrolyzed collagen for joint stability, exemplifies this trend toward human-grade nutritional sophistication. This trend accelerates adoption of specialized diets addressing specific health concerns, from hypoallergenic formulations using novel proteins like springbok and

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impala to therapeutic nutrition targeting renal, urinary, and diabetic conditions. Consumer education through veterinary channels reinforces premiumization, with branded, scientifically-backed ingredients influencing more than half of dog and cat owners in purchase decisions.

E-commerce Penetration and Same-Day Fulfillment

Digital transformation accelerates through strategic partnerships, exemplified by Petshop Science's May 2025 integration with Sixty60 for same-day delivery across 143 stores, capitalizing on urban consumers' convenience expectations while expanding rural accessibility. E-commerce platforms enable smaller manufacturers like Maneli Pets to access national markets without extensive retail partnerships, democratizing market entry while providing consumers with broader product selections. Mobile commerce integration through platforms like Zulzi and Yebo Fresh extends reach into lower-income areas, supporting market expansion beyond traditional urban centers.

Wheat-Price Volatility and Feed-Grain Shortages

Maize surged 2024, with yellow maize feed at ZAR 4 146 per metric ton (USD 224). The volatility extends beyond local production as global grain markets face disruption, with South Africa's import dependence for wheat and certain feed grains exposing manufacturers to currency fluctuation risks amid a weakening rand. Manufacturers respond through ingredient diversification, with companies like Montego exploring alternative carbohydrate sources including sweet potato and pea-based formulations to reduce reliance on volatile grain markets. The cost pressures intensify competitive dynamics as manufacturers must balance ingredient quality with affordability, particularly challenging premium positioning when input costs rise faster than consumer willingness to pay.

Other drivers and restraints analyzed in the detailed report include:

Veterinarian Endorsement of Therapeutic Diets
Private-Label Growth at Grocery Majors
Shelf-Space Pay-to-Play Costs in Supermarkets

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

Segment Analysis

Food accounted for 74.58% of the South Africa pet food market in 2025 and retained an 11.52% CAGR outlook to 2031, underscoring its daily-use centrality. Dry kibble leads for convenience, though wet offerings gain favor among owners of senior animals requiring hydration. Pet nutraceuticals and supplements emerge fastest by value, reflecting consumer shift toward preventive health. Veterinary diets command premium pricing by targeting renal, joint, and metabolic conditions, and their share of the South Africa pet food market size is projected to climb steadily. Manufacturers integrate glucosamine, chondroitin, and hydrolyzed collagen, transforming meal occasions into health interventions.

Continuous product launches sustain variety. Limited-ingredient recipes with single carbohydrates such as rice appeal to sensitivity management, while game proteins like springbok offer hypoallergenic alternatives that support sustainable wildlife utilization. FSSC 22000 certification underpins export growth, reinforcing consumer trust. With insect protein introductions, manufacturers hedge grain volatility and align with circular economy objectives.

The South Africa Pet Food Market Report is Segmented by Pet Food Product (Food, Pet Nutraceuticals/Supplements, and More), Pets (Cats, Dogs, and Other Pets), and Distribution Channel (Convenience Stores, Online Channel, and More). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

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List of Companies Covered in this Report:

Alltech Inc. Montego Pet Nutrition Wellness Pet Company Inc. (Clearlake Capital Group, L.P.) Hill's Pet Nutrition Inc. (Colgate-Palmolive Company) FARMINA PET FOODS General Mills Inc. Mars, Incorporated Nestle S.A.(Purina) Promeal (Oceana Group Ltd.) Central Garden and Pet Company Ultra Pet - RCL Foods Ltd. Vafo Praha, s.r.o. Takealot Pet Supplies (Naspers Limited) Diamond Pet Foods (Schell and Kampeter, Inc.) Martin & Martin

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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