

INSIGHT SURVEY
Business growth delivered

SOUTH AFRICAN PET PRODUCTS

INDUSTRY INSIGHTS SAMPLE REPORT 2026

BUILD-YOUR-OWN INDUSTRY INSIGHTS REPORT.

Based on your research needs and budget, choose from our ready-to-buy reports or custom intelligence reports which are compiled on-demand.

On-Demand Industry Insights Reports

SA Market Sizing and Competitor Analysis Insights Report

An in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.

R25,000.00 ex. VAT

SA Competitor Market Share Analysis Insights Report

Valuable market intelligence on company and brand performance, featuring market share, retail sales and volume data for the period 2021–2025

R35,000.00 ex. VAT

Global Industry Insights Report

R35,000.00 ex. VAT

South African Industry Insights Report

R35,000.00 ex. VAT

Focus on the market environment and dynamics, key industry trends, innovation, drivers, and challenges.



On-Demand
Industry Insights Reports

Pricing Analysis Insights Report

Gain clarity on pricing designed to support internal pricing decisions and strategic positioning.

R20,000.00 ex. VAT

Full Landscape Insights Report

Includes SA Market Sizing & Competitor Analysis, Global Industry, South African Industry, Pricing Analysis.

R95,000.00 ex. VAT



Smarter insights. Built around your customised needs and budget.

BUILD-YOUR-OWN INDUSTRY INSIGHTS REPORT.

Based on your research needs and budget, choose from our ready-to-buy reports or custom intelligence reports which are compiled on-demand.

On-Demand Industry Insights Reports



Survey Insights Report

Gain strategic insights through interviews and surveys with B2B stakeholders and decision-makers, as well as consumer research, helping you understand market perceptions, purchase behaviour, brand loyalty and the key factors that will drive market share and business growth.

Contact us to discuss scope

Quarterly Industry Insights Report

More than just market intelligence, the reports become a valuable knowledge-sharing tool, helping leadership teams make informed decisions through regularly updated insights on competitor news and financial results, product launches, industry trends, global and South African news and legislation, innovation and technology, and socio-political developments. The result is clear, decision-support intelligence that helps your business anticipate risks, identify opportunities and stay ahead of market change.

Contact us to discuss scope

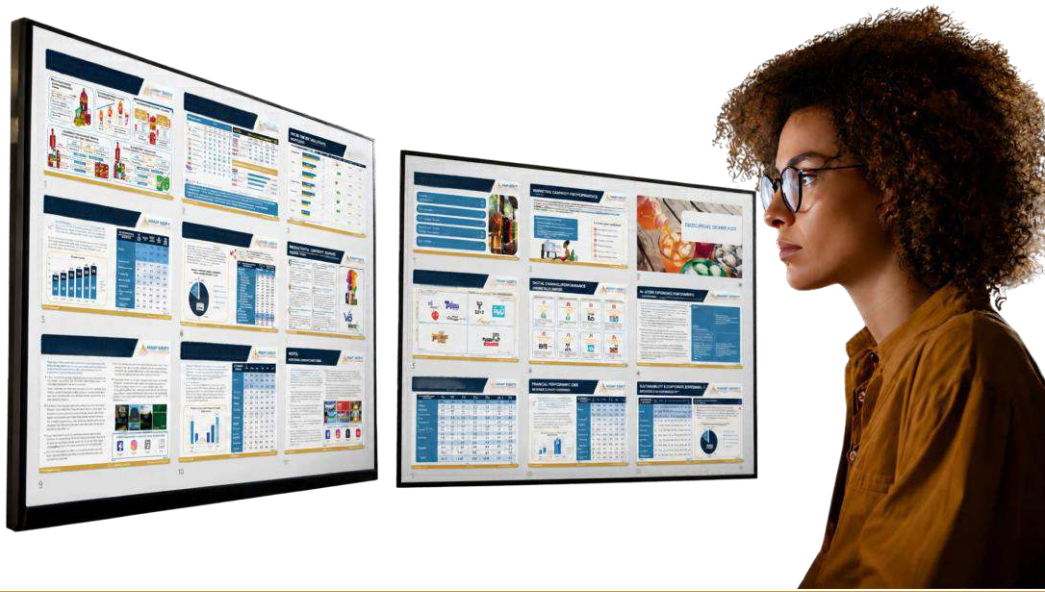
SA MARKET SIZING & COMPETITOR ANALYSIS

INSIGHT SURVEY
Business growth delivered

The **South African Pet Products Market Sizing and Competitor Analysis Insights Report** provides a dynamic synthesis of industry research, examining the local **Pet Products Industry,** in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.

Key questions the report will help you to answer

- What are the current market dynamics (market size and market value): 2020-2025 Actual, 2026-2030 Forecasts?
- Which are the key manufacturers, distributors, and retail players in the South African Pet Products industry?
- What is the latest company news for key players in terms of products, services, and new launches?
- For each key manufacturer, what are the products offered?
- How does each key player position themselves, and what are the strategic implications?



© Insight Survey 2026 | All Rights Reserved.

COMPANIES IN COMPETITOR ANALYSIS

INSIGHT SURVEY
Business growth delivered

Bob Martin & Co.

Elanco

Boehringer Ingelheim

KYRON LABS

MSD Animal Health

Montego Pet Nutrition

VetsBrands
Quality assured by Vets

SOUTHERN PET TRADERS

Regal pet health

Virbac

PET BRANDS

Optwel Int.
SIMPLIFYING SCIENCE IN HEALTHCARE

Cature®

vöndi's

© Insight Survey 2026 | All Rights Reserved.

SA MARKET SIZING & COMPETITOR ANALYSIS INSIGHTS REPORT OVERVIEW

INSIGHT SURVEY
Business growth delivered

Executive Summary

South African Industry: Market Size

Brand Positioning Archetypes

Competitive Strategy Heatmap

Competitive Positioning Map

Category Leader Dashboard

Social Media Following

South African Industry

South African Industry Overview

South African Industry Market Size

South African Industry Market Volumes

South African Industry Market Distribution

Manufacturer & Distributor Overview

Overview

Company News

Brands/Products

Marketing News

Advertising News

Retailer Analysis

Sample: Screenshot of Selected Report Slides



© Insight Survey 2026 | All Rights Reserved.

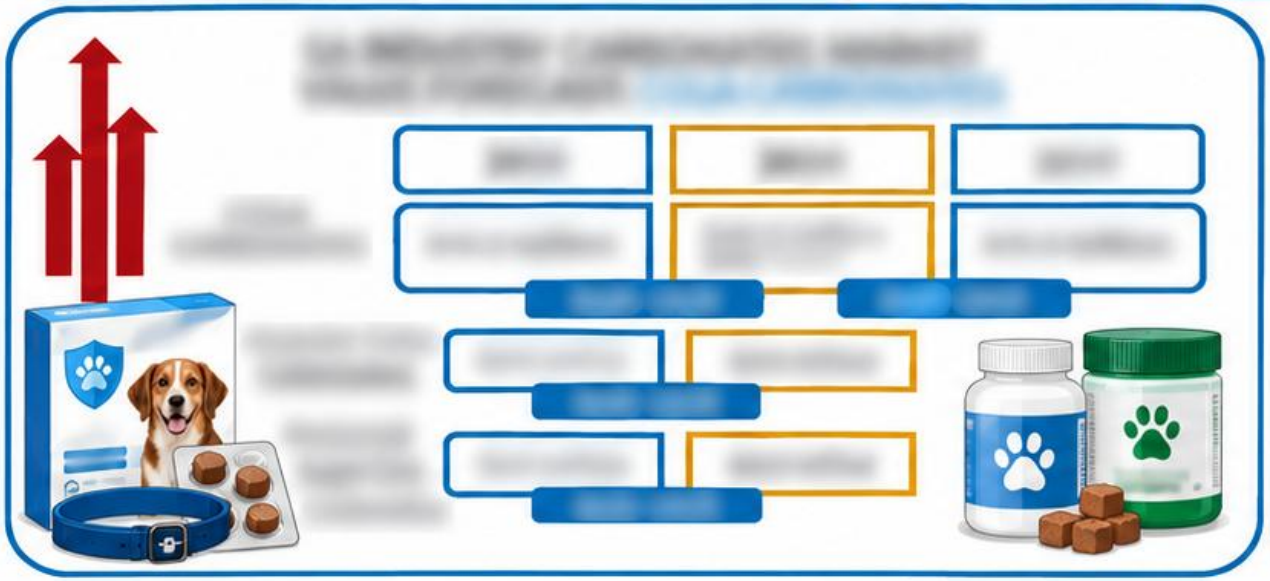
REPORT SAMPLE: MARKET SIZE OVERVIEW

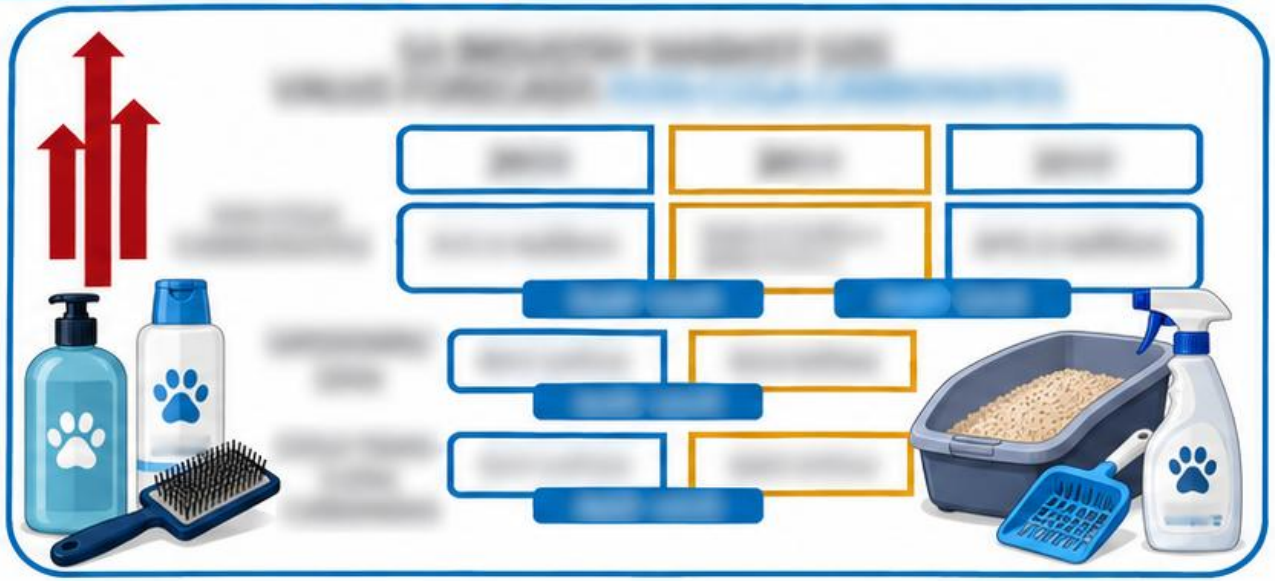
INSIGHT SURVEY
Business growth delivered











© Insight Survey 2026 | All Rights Reserved.

REPORT SAMPLE: COMPANY NEWS

INSIGHT SURVEY
Business growth delivered

Montego's Marltons Pet Care Launches Cat Litter Giveaway

In September 2026, Marltons Pet Care launched its 'Meow Moments' social media competition, encouraging consumers to purchase Marltons Cat Litter and share photographs or videos of their cats on Facebook or Instagram. Participants were required to tag Marltons Pet Care and use the campaign hashtag for a chance to win an Instax Mini 12 camera and a Marltons Cat Care bundle. ***(16 September 2026)***

Marltons Pet Care Sponsors Golden Paws Gathering

In August 2026, Marltons Pet Care was announced as one of the sponsors of the Golden Retriever Society Cape Town's 4th Annual Golden Paws Gathering, scheduled for 10 October 2026. The event aimed to bring together Golden Retriever owners and their pets for a day of activities, games, prizes and opportunities to shop from various pet-related vendors. ***(20 August 2026)***

Montego Pet Nutrition Launches Pet Insurance Offering

In August 2026, Montego Pet Nutrition introduced Montego Pet Insurance, offering financial support to pet owners for unexpected veterinary expenses. Policyholders are automatically enrolled in CareClub by Montego, which provides access to pet care resources, exclusive benefits, competitions and special offers. The insurance is underwritten by Dotsure Limited. ***(7 August 2026)***

Monic Group Expands Pet Care Portfolio Through Acquisition of Marltons Pet Care

In March 2026, Monic Group, the holding company of Montego Pet Nutrition, announced that its acquisition of Marltons Pet Care had been finalised in January 2026. The transaction concluded RMB Ventures' seven-year investment partnership with Bachique International, combining Montego's distribution capabilities with Marltons' pet care portfolio to support future growth. ***(5 March 2026)***

Marltons Pet Care Introduces Health Indicator Cat Litter

In February 2026, Marltons Pet Care introduced its new Micro Crystal Cat Litter with Health Indicator, featuring colour-changing crystals designed to alert pet owners to changes in their cats' urine pH. The product also offers odour control and serves as a preventative monitoring aid rather than a diagnostic tool, encouraging owners to seek veterinary advice where necessary. ***(26 February 2026)***

Montego Pet Nutrition Introduces Refreshed XenPet Range

In November 2025, Montego Pet Nutrition introduced its refreshed XenPet range, featuring updated packaging and new XenActive Functional Bars. The additions include Recharge Bars, Immune Support Bars and Protein Bars, designed to support pets' energy, immunity and overall wellbeing. The company also announced plans to introduce Dental Sticks to the range. ***(26 November 2025)***



Montego
Pet Nutrition

Source: Article4; Image; Logo

© Insight Survey 2026 | All Rights Reserved.

REPORT SAMPLE: BRANDS/PRODUCTS

INSIGHT SURVEY
Business growth delivered

IMAGE	PRODUCT	DESCRIPTION	IMAGE	PRODUCT	DESCRIPTION
	**Marltons Cat Litter Regular**	A non-clumping cat litter made from 100% natural bentonite clay, designed to absorb moisture and control odours.		**Marltons Micro Cat Litter Crystals**	A fragrance-free cat litter made from ultra-fine silica crystals, featuring antibacterial beads to support hygiene, absorb moisture and control odours.
	**Marltons Crystal Cat Litter**	A non-toxic, fragrance-free silica crystal cat litter designed to absorb moisture and control odours, featuring antibacterial beads to support litter tray hygiene.		**Marltons Micro Crystal Cat Litter with Health Indicator**	A silica crystal cat litter featuring colour-changing technology to help monitor changes in cats' urine pH levels, while absorbing moisture and controlling odours.
	**Marltons Eco Pet Litter**	A non-clumping cat litter made from 100% natural pine wood pellets, designed to absorb moisture and control odours.		**Marltons Wood Pellets Cat Litter**	A biodegradable cat litter made from 100% natural pine wood, designed to absorb moisture and control odours.
	**Marltons Hygiene Clumping Litter**	A quick-clumping cat litter made from natural bentonite clay, featuring antibacterial properties to support hygiene, absorb moisture and control odours. Available in Exotic Flower and Baby Powder fragrances.		**XenPet Allergy Chews**	A chewable supplement formulated with quercetin, bromelain, liquorice root and turmeric to help relieve seasonal allergies, itching and skin irritation in dogs.

Source: Regular; Crystal; Eco; Clumping1; Clumping2; Micro; HealthIndicator; Pellets; AllergyChews

© Insight Survey 2026 | All Rights Reserved.

SA COMPETITOR MARKET SHARE ANALYSIS REPORT

INSIGHT SURVEY
Business growth delivered

The **Competitor Market Share Analysis Insights Report** provides valuable market intelligence on company and brand performance, featuring market share, retail sales and volume data for the period 2021–2025. By tracking performance over time, the report enables decision-makers to benchmark competitors, identify market share shifts, assess sales growth and understand the competitive positioning of individual companies and brands to inform strategic business decisions.

Key questions the report answer

- What is each company's market share, and how has it changed from 2021 to 2025?
- What is the market share of individual brands, and how has their position evolved?
- What are the annual retail sales of each company from 2021 to 2025?
- What are the annual retail volume of individual brands over this period?
- How does your company's and brand's performance compare with key competitors?

Sample: Market Share



© Insight Survey 2026 | All Rights Reserved.

SOUTH AFRICAN INDUSTRY INSIGHTS REPORT

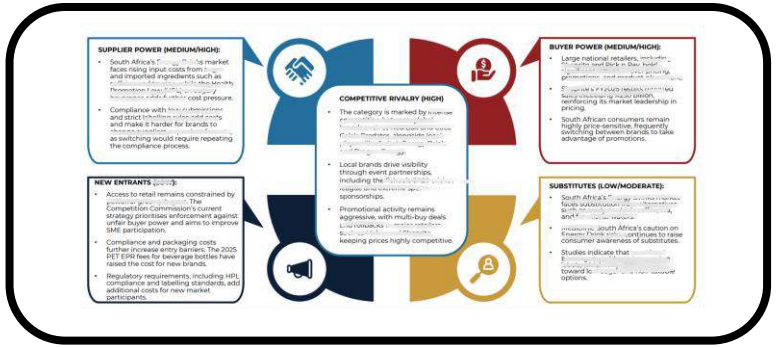
INSIGHT SURVEY
Business growth delivered

The **South African Industry Insights Report** provides a comprehensive overview of the local market, examining the competitive landscape and key industry developments. It explores emerging trends, product innovation, technological advancements and the economic, social and regulatory factors shaping the market, highlighting key opportunities and challenges influencing future industry growth.

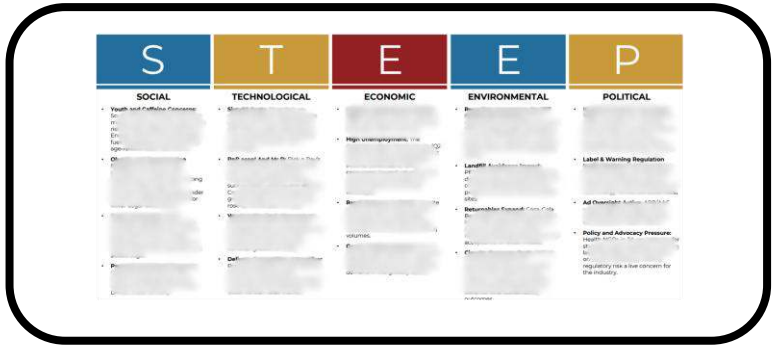
Key questions the report will help you to answer

- What is the Porter's Five Forces and STEEP analysis for the South African markets?
- What are the latest industry trends and product innovations?
- What are the key drivers shaping market growth?
- Which challenges could affect future industry growth
- What innovations and technology are shaping the South African industry?

Sample: Porter's Five Forces



Sample: Steep Analysis



© Insight Survey 2026 | All Rights Reserved.

PRICING ANALYSIS INSIGHTS REPORT

INSIGHT SURVEY
Business growth delivered

The **Pricing Analysis Insights Report** provides a comparative overview of product prices across leading South African retail outlets. It examines pricing differences across retailers, brands and product sizes, offering valuable insights into market pricing, price positioning and the competitive retail landscape.

Key questions the report answer

- What are the prices of popular Pet Products brands across South African retail outlets?
- How do product prices compare?

Sample: Pricing Analysis

BRAND AND SIZE			Checkers	makro	Pick n Pay	SPAR
[redacted]		[redacted]	R79.99	R73.95	R81.49	N/A
		24 x 500ml	N/A	R285.95	R310.49	N/A
[redacted]		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
[redacted]		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
[redacted]		500ml	R15.99	R14.95	R15.99	R15.49
		6 x 500ml	R89.99	R77.95	R94.99	R91.99
[redacted]		500ml	R15.99	N/A	R15.99	R15.49

© Insight Survey 2026 | All Rights Reserved.

GLOBAL INDUSTRY INSIGHTS REPORT

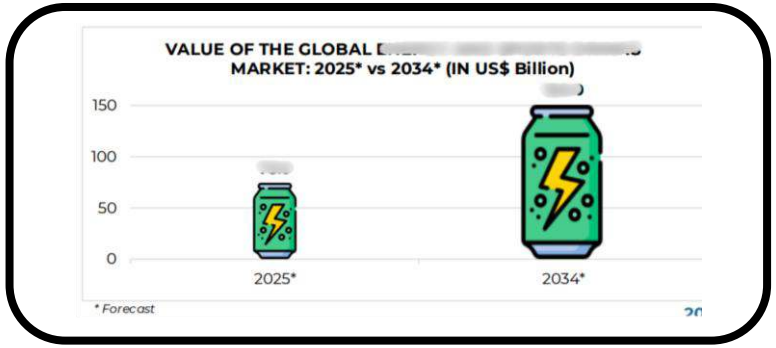
INSIGHT SURVEY
Business growth delivered

The **Global Industry Insights Report** provides a comprehensive overview of global market dynamics, market size and growth forecasts, and key regional markets. It explores the competitive landscape, emerging consumer trends, product innovation and technological developments, alongside the key drivers and challenges shaping industry growth worldwide.

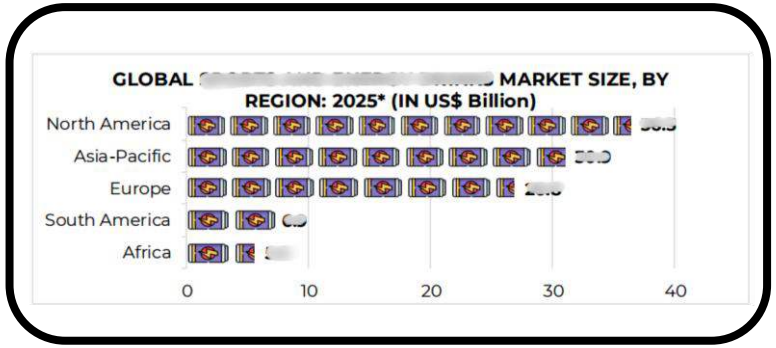
Key questions the report will help you to answer

- What are the current market dynamics of the Global Pet Products industry?
- Which are the key markets within the Global Pet Products industry?
- Which regions represent the largest markets, and what are the key developments shaping regional market growth?
- Which drivers and challenges could affect future industry growth?
- What innovations and technology are shaping the global industry?

Sample: Global Industry Overview



Sample: Key Markets - Regional



© Insight Survey 2026 | All Rights Reserved.

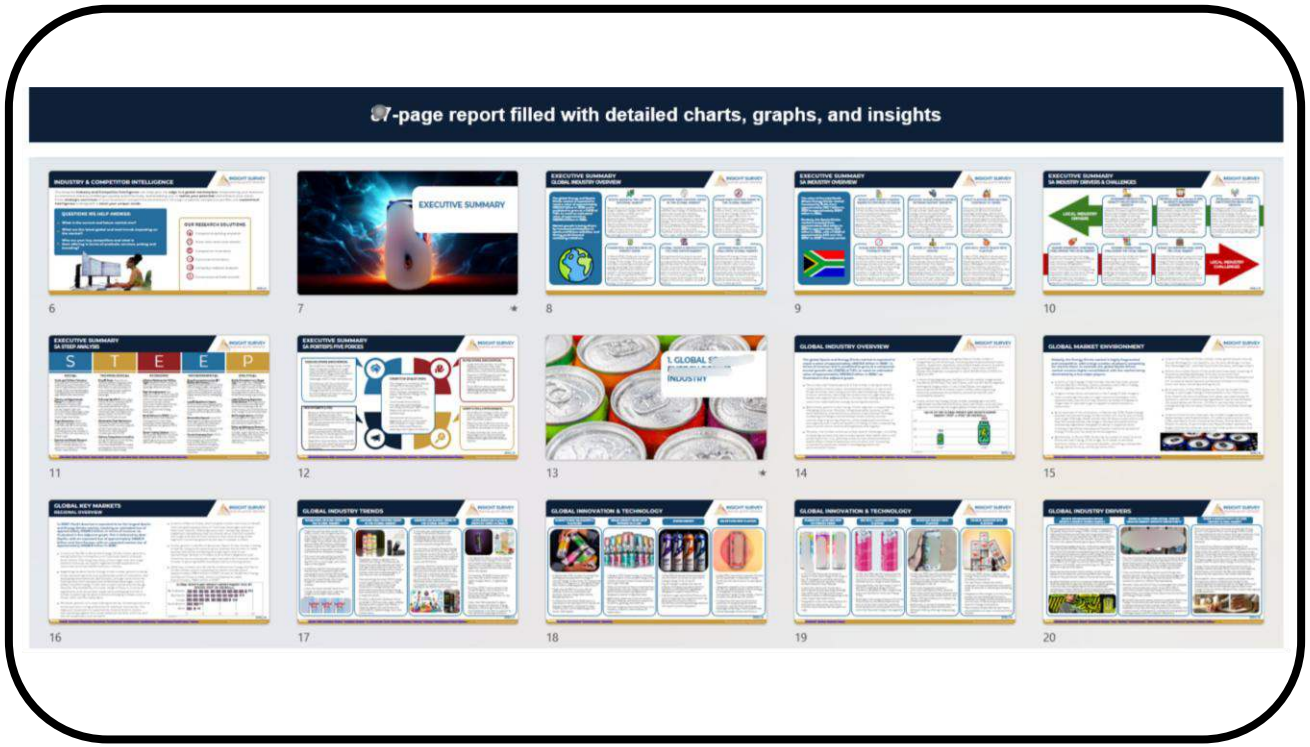
FULL LANDSCAPE INSIGHTS REPORT

INSIGHT SURVEY
Business growth delivered

The **South African Pet Products Full Industry Landscape Insights Report** provides a dynamic synthesis of industry research, examining the local and global **Pet Products industry** from a uniquely holistic perspective, with detailed insights into the entire value chain: market size, industry trends, innovation and technology, industry drivers and challenges, manufacturer/distributor overview, and pricing analysis.

- Executive Summary
- Gobal Industry Snapshot
- South African Industry Snapshot
- South African Industry Drivers & Challenges
- South African Steep Analysis
- South African Porter's Five Forces
- Global Pet Products Industry
- South African Pet Products Industry
- South African Pet Products Industry: Market Size
- South African Pet Products Industry Manufacturer & Distributor Overview
- South African Pricing Analysis

Sample: Screenshot of Selected Report Slides



© Insight Survey 2026 | All Rights Reserved.

ORDER FORM

INSIGHT SURVEY
Business growth delivered

ORDERING INSTRUCTIONS
(1.) Complete the order form and email back to info@insightsurvey.co.za (2.) An invoice will be generated and e-mailed (3.) The report will be emailed upon receipt of payment. (4.) All prices exclude 15% VAT.

COMPANY DETAILS			
Company Name:			
Physical Address:			
Town/City:		Postal Code:	
Country:			
Purchaser Name: (name to appear on invoice)			
Purchaser Email Address:			
Telephone Number:		VAT Number:	

CONFIRMATION: I/we wish to order this publication (please tick the applicable box)

Title of Publication	Total Excl. VAT	Tick Box
On-Demand		
South African Pet Products Industry: South African Market Sizing and Competitor Analysis Insights Report 2026	R25,000.00	
South African Pet Products Industry: South African Competitor Market Share Analysis Insights Report 2026	R35,000.00	
South African Pet Products Industry: Full Landscape Insights Report 2026	R95,000.00	
South African Pet Products Industry: Global Industry Insights Report 2026	R35,000.00	
South African Pet Products Industry: South African Industry Insights Report 2026	R35,000.00	
South African Pet Products Industry: Pricing Analysis Insights Report 2026	R20,000.00	

ACKNOWLEDGEMENT

I am authorised to order this publication on behalf of the company and agree to the payment terms.

Client (Print Name)	Signature	Capacity	Date

© Insight Survey 2026 | All Rights Reserved.

COMPANY OVERVIEW

INSIGHT SURVEY
Business growth delivered

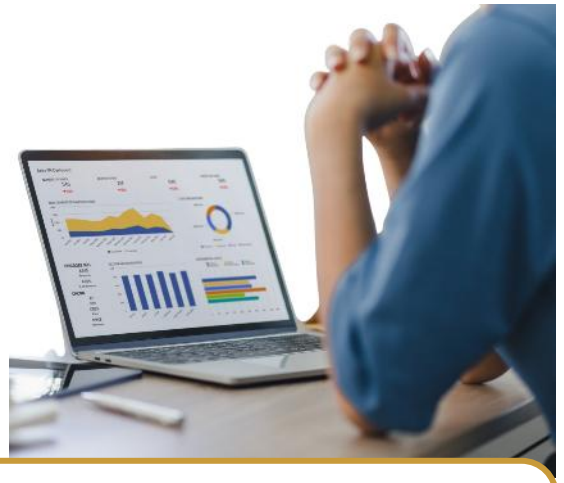
We are a South African, boutique market research agency with 20 years of experience, specialising in **Business-to-Business (B2B) and Industry Research**. We provide bespoke solutions to deliver business growth by ensuring you make **smarter, data-driven decisions with reduced investment risk**.

Bespoke B2B Market Research Solutions



We provide **actionable insights** that deliver **business growth through customised surveys and interviews** with B2B stakeholders and decision makers.

Market and Competitor Intelligence



Our **market intelligence services** will ensure that you always stay ahead of **highly competitive South African markets**.

© Insight Survey 2026 | All Rights Reserved.

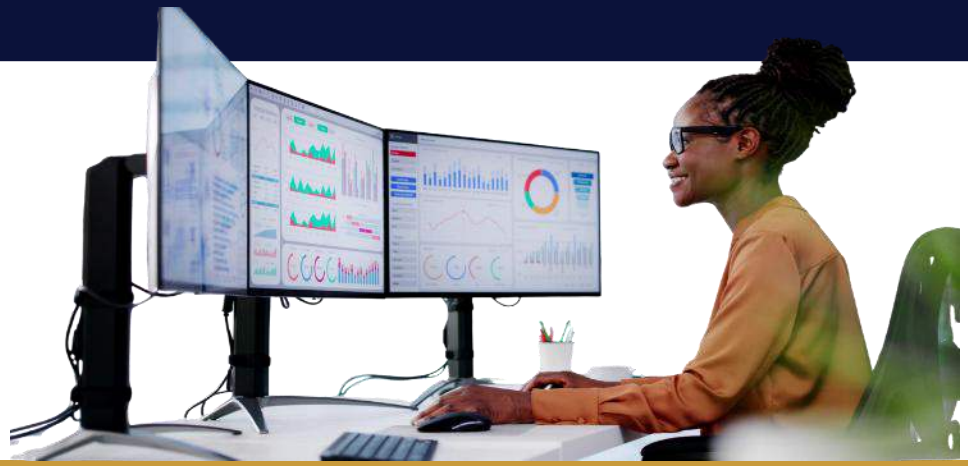
INDUSTRY & COMPETITOR INTELLIGENCE

INSIGHT SURVEY
Business growth delivered

Our bespoke **Industry and Competitor Intelligence** can help give the **edge in a global marketplace**, empowering your business to overcome industry challenges quickly and effectively, and enabling you to **realise your potential** and achieve your vision. From **strategic overviews** of your business's competitive environment through to specific competitor profiles, our **customised Intelligence** is designed to **meet your unique needs**.

QUESTIONS WE HELP ANSWER:

- **What is the current and future market size?**
- **What are the latest global and local trends impacting on the market?**
- **Who are your key competitors and what is their offering in terms of products, services, pricing and branding?**



OUR RESEARCH SOLUTIONS

- Competitor pricing research
- Store visits and store checks
- Competitor interviews
- Customer interviews
- Company website analysis
- Governmental held records

© Insight Survey 2026 | All Rights Reserved.

OUR FOOD AND BEVERAGE CLIENTS

INSIGHT SURVEY
Business growth delivered

TIGER BRANDS

AVI

BURGER KING

THE Coca-Cola COMPANY

famous | brands
you're in good company

HUNGRY LION

i'm lovin' it

McCain

Nando's

Nestlé

PIONEER FOODS
REALISING POTENTIAL

Premier

RCL FOODS

SPUR CORP.
LEADING FOR THE GREATER GOOD

vida e caffè

VIMTO

We are a proudly South African company that have provided market research and intelligence to local and global brands. We have worked with some of the greatest companies and brands in their industries.



© Insight Survey 2026 | All Rights Reserved.

Let's Connect

INSIGHT SURVEY
Business growth delivered

+27 (0)21 045 0202 (CPT)
+27 (0)10 140 5756 (JHB)

info@insightsurvey.co.za

https://insightsurvey.co.za/

https://www.linkedin.com/company/insight-survey-sa/

