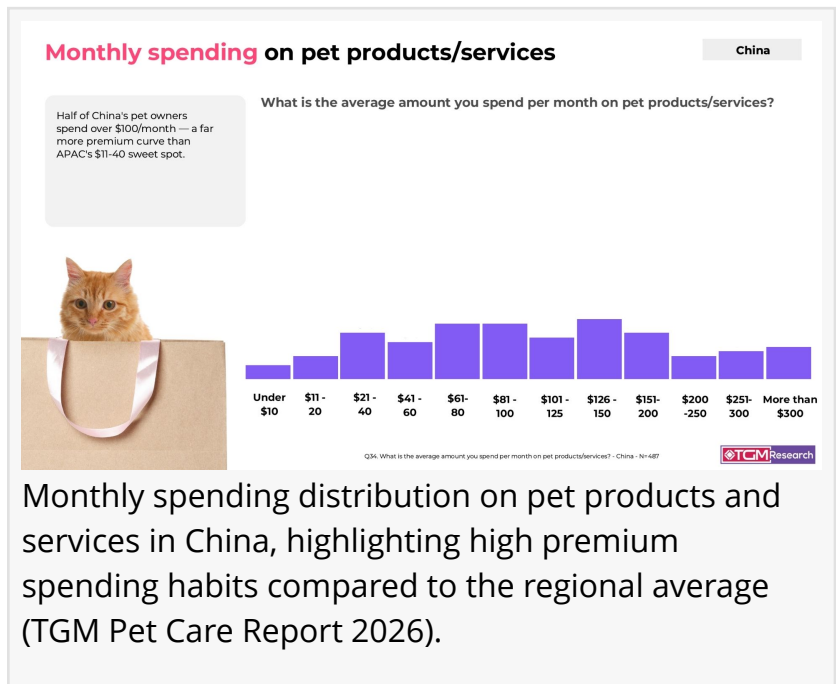


TGM Pet Care Insights 2026 in China: Premium Care Goes Mainstream

TGM Research Pet Care Insights 2026 in China reveals insights on rising pet care spending, premium food choices, and growing demand for smart pet tech.

SINGAPORE, August 18, 2026
/EINPresswire.com/ -- [TGM Research](#) announces the launch of [Pet Care Insights 2026 in China](#), a study into how Chinese pet owners live with, care for, and spend on their pets. The findings reveal a market where premium habits, quality-first purchasing, and new technology are converging into everyday norms.



The study shows that premium pet care is no longer confined to a niche segment. From food and veterinary services to accessories, insurance, and robotic companions, Chinese consumers are increasingly treating higher standards of care as part of everyday pet ownership.



Chinese pet owners are becoming more selective about what they spend on. Quality, premium services, and technology are moving from nice-to-have extras to basic expectations of everyday pet care."

*Greg Laski, CEO & Founder of
TGM Research*

Key Highlights from The Report

Higher spending is becoming more common

Half of Chinese pet owners spend more than \$100 per month on their pets, while \$11-\$40 remains the most common spending range across APAC. The difference highlights China's stronger concentration of consumers in higher pet care spending tiers.

Quality wins decisively over price

When choosing pet food, quality ranks 19 percentage points ahead of price among Chinese pet owners. Price falls to just fourth place, suggesting consumers are increasingly focused on what a

product delivers rather than simply choosing the lowest-cost option.

Preventive care is taking center stage

Regular veterinary care is used by 51% of Chinese pet owners, making it the most-used pet health service in the past 12 months. Pet insurance follows at 38%, pointing to a growing preference for planned care, prevention, and financial protection.

Everyday pet products remain powerful growth drivers

Toys, leashes/collars/harnesses, and grooming supplies are the three most-purchased pet supply categories over the past 12 months. Their popularity shows the strength of products that fit naturally into pets' daily routines.

Pet technology is moving closer to the mainstream

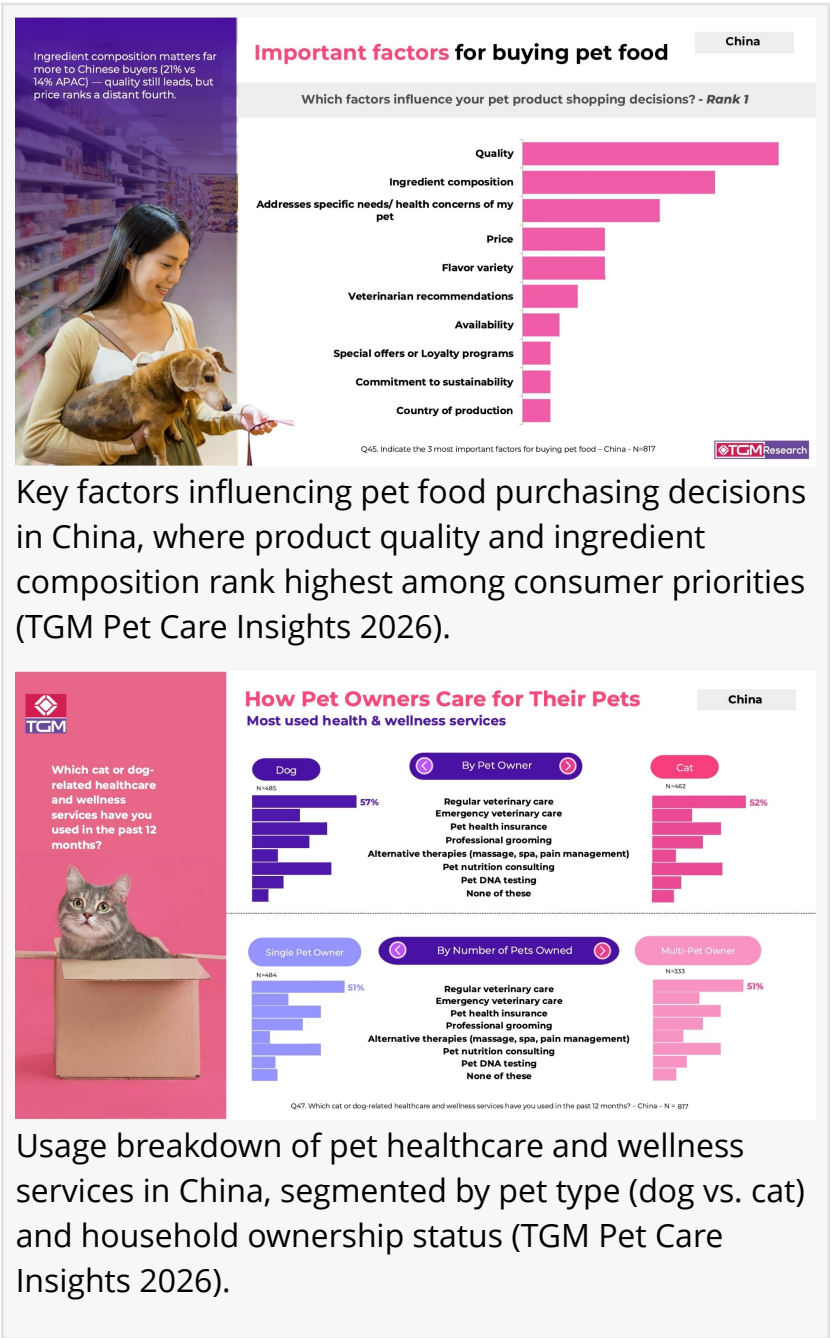
A striking 72% of respondents would consider a virtual or robotic pet to keep their pet company while they are away. Companionship emerges as the leading use case, highlighting demand for technology that helps owners care for pets even when they cannot be physically present.

Why This Matters for Brands

The findings point to a market where value increasingly means better quality, better care, and greater convenience, not simply a lower price.

Brands have an opportunity to make product quality a more prominent point of differentiation, particularly as Chinese consumers show a willingness to spend more for products they believe deliver stronger benefits.

Partnerships across veterinary care and pet insurance can also help brands create more



complete wellness propositions that connect prevention, treatment, and financial protection.

Meanwhile, the continued popularity of toys, grooming products, and everyday accessories offers brands more ways to build frequent, ongoing relationships with pet owners beyond food and healthcare.

For pet technology companies, companionship represents a particularly compelling opportunity. Products that help keep pets entertained, connected, or supported while owners are away could address a clear and emerging consumer need.

TGM Pet Care Insights 2026 in China paints a clear picture: premium care is becoming everyday care, and brands that compete on quality, wellness, and meaningful innovation will be best positioned to capture the next wave of growth.

MORE FROM THE SERIES

Explore the other reports in TGM's China Pet Care Insights 2026, covering 5 key areas:

Pet Health & Veterinary Care: How Chinese pet owners manage health and veterinary spending

[Pet Nutrition & Product Purchases:](#) How Chinese pet owners buy food and choose pet products

Pet Ownership & Lifestyle: Who owns pets, why they own them, and how they live with them

Pet Services, Accessories & Grooming: How Chinese pet owners spend on grooming, boarding, and everyday gear

Pet Care Technology & Future: How Chinese pet owners use technology and apps in pet care

METHODOLOGY

The China findings are part of TGM Research's broader APAC Pet Care study. Data for China was collected through Computer-Assisted Web Interviews (CAWI) among adults aged 18-55+ from 16–23 July 2026.

The broader APAC study covered 7 markets: China, Indonesia, Japan, the Philippines, South Korea, Thailand, and Vietnam. Fieldwork for the other six markets was conducted separately from 23 September–6 October 2025.

SAMPLE SIZE

The China sample included 1,135 respondents, 817 pet owners, with age groups segmented into 18–24, 25–34, 35–44, 45–54, and 55+. The China results were weighted to reflect the national population structure of adults aged 18 and above, based on age and gender distribution.

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