

Petshop Science - where every day is Pet Day

In its relentless pursuit of value in a category dominated by specialist vet stores, Petshop Science has [increased sales by 56.9%](#) during its interim period (the 26 weeks ended 29 December 2024).

Amidst the country's booming pet economy, with over [22 million pets](#) on which consumers spend at [estimated R8 billion annually](#), the Shoprite Group became the first local supermarket retailer to sell pet insurance in 2020, followed by the launch of standalone pet shops in 2021.

"We saw a gap in the market to democratise pet care by making premium pet food and other veterinary-approved essentials available at supermarket prices," explains Willem Hunlun, Chief Operating Officer at the Group.

"Customers continue to vote with their feet and wallets, and there is no doubt that our unwavering commitment to value has been instrumental in the rapid growth of Petshop Science. We are firmly on track to become the biggest pet business in South Africa."

During the second half of 2024, Petshop Science opened in 42 new convenient locations. There are now a total of 135 stores across all nine provinces.

These stores stock a wide range of premium pet food, treats and toys from renowned local and international brands such as Hills, Montego, Dog's Life, Eukanuba, Ultra Dog, Royal Canin, Rogz, Nandoe, as well as [Maneli Pets](#) - a small business that supplies 100% natural pet treats and snacks under its Small Batch label.

Just unpacked and exclusive to Petshop Science is the [Sugacoat](#) grooming range for dogs and cats. With specially formulated shampoos, conditioners and even a gentle, alcohol-free perfume spritz, the furkids will feel and smell as if they'd just been to the spa.

And to make them feel even more special this **National Pet Day**, dog dads can spoil their pooches with Montego's new Fruities and [Chippies](#) snacks, while cat moms can indulge their gorgeous felines with "out of this world" [Cosmic Kitty](#) treats.

END

Additional product information

[Sugacoat Range:](#)

- New and exclusive to Petshop Science.
- Shampoo (250ml):
 - Sugacoat 2 in 1 shampoo & conditioner is a playful treat for pets.

- o Packed with D Panthenol Vitamin B5, Hydrolysed Collagen and Vitamin E, this foamy shampoo cleanses while leaving pet's fur soft and silky.
 - o Ideal for both dogs and cats over 12 weeks.
- Conditioner (125ml)
 - o Sugacoat conditioning mist is a sweet finishing touch for fur friends.
 - o The gentle mist is packed with softening agents that add a beautiful shine, making brushing a breeze and leaving their coats soft and smooth.
 - o Ideal for both dogs and cats over 12 weeks.
- Perfume mist (50ml)
 - o Sugacoat perfume mist is a gentle, alcohol-free spritz for fur babies.
 - o Infused with Hydrolysed Collagen, the mist gives pets a cozy, long-lasting scent while being super gentle on their skin.
 - o Perfect for both dogs and cats over 12 weeks.

New Montego products

- **Fruities:** Offer dogs the best of both taste and satisfying texture, combining a fruity taste with a twist of creamy yoghurt. Available in four flavours.
- **Cosmic Kitty:** Packs of tasty cat snacks with unique flavour combinations providing both enjoyment and nutritional benefits.
- **Chippies:** Low-sodium dog treats suitable for all breeds. Offering a delightful flavour, perfect for rewarding or training.