

## **France Pet Food Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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### **Report description:**

The France Pet Food Market is projected to register a CAGR of 4.6% during the forecast period.

#### **Key Highlights**

France is a developed country with an aging population, the people there are turning to dogs and cats for companionship. Nearly half of French household owns pet such as dogs, cats, fish, birds, rabbit, and others. Further, pet owners are gradually taking care of their pet's food as some pet foods cause health allergies as well as deteriorate their pets' general well-being or else level of fitness.

Pet food has been gaining enormous popularity in the country, particularly with the advent of different varieties of food available for pet animals. French consumers are increasingly careful about the health of their pets, and the pet food market has followed this trend of pet humanization. Nuclear families drove the strong demand for premium pet products in France. A large portion of the pet food sector is focusing on high-quality food products and services for pet owners. Most French hotels and restaurants allow dogs, and many also provide pets with food and water. There are even exclusive dog restaurants.

The increasing pet population in the country, coupled with the increasing interest in pet treats consumption, are the major drivers of the country's pet food market. Economic independence, the rise in the number of millennial pet owners, and the shift in the way pets are viewed are further driving the market's growth.

#### **France Pet Food Market Trends**

##### **Rising Trend of Pet Humanization**

Pet humanization is a result of changing demographic patterns, rising nuclear families, and a shift in consumer preferences. There has been a shift in the way pets are being viewed, which influenced the purchasing decisions of pet products. The most popular animal companions in France are dogs and cats. More than half of all French households have a pet and the pet owners consider

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their pets as a member of the family.

According to the European Pet Food Industry (FEDIAF), in 2021, the population owning at least one cat, or one dog was 33% and 20%, respectively, in France, and it is further expected to grow during the forecast period. In 2021, the cat and dog populations were 15.1 million and 7.5 million, respectively. As consumers become progressively more concerned about the health of their pets, particularly about their diet, they tend to highly prefer natural and organic products, thus driving the market during the forecast period.

Moreover, in France, more pet owners want to provide their pets with human-like products or experiences. Dog and cat owners spend more than 80% of the overall value of the pet store market, and this spending is expanding year after year. Through pet humanization, pet owners tend to see themselves more as pet parents than as owners. Thus, pet product spending will continue to rise across the country, with a trend toward more specialized and customized products as owners embrace their pets as important members of the family.

#### Growing Demand for Cat Food

The French own cats for different reasons, with some doing so out of pure love for the furry creatures, while others are doing so for more practical purposes, like using the cats as a fashion symbol or for companionship. According to FEDIAF, cats continue to dominate the France pet food market. The number of cat owners increased more than dog owners, which reflects the relative ease of having a cat as a pet in the modern lifestyle. This rise in the cat population is attributed to two factors, namely, growing pensioners and a steady decline in birth rates in the nation. With the increased ownership of cats in the region, cat food continues to be the most popular pet food.

Dry food, wet food, and semi-moist food are the major types of commercial cat food. As cats consume significantly less water, veterinarians and other cat experts recommend that wet food be served at least once a day to provide hydration and prevent urinary infections. Similarly, dry cat food is purchased as it is convenient and less costly. It is suitable for the cat's dental health. Hence, cat owners often purchase both dry and wet cat food.

Although cat treats and snacks are quite small, compared to dog food, they are anticipated to grow at the highest growth rate due to the humanization trend and health benefits. To succeed in the cat food market, manufacturers are concentrating on increasing their product lines. For instance, In June 2021, French pet food producer Reglo announced the launch of a complete range of cat food plus treats in the country. With such increasing investments in the segment by companies, to launch new product, the market is anticipated to grow. Cats being the largest pet animal group in France and the changing consumer preference for cat food are expected to drive the sales of the market studied.

#### France Pet Food Market Competitor Analysis

The French pet food market is consolidated with the presence of many international players such as Mars, Incorporated, Nestle SA (Purina), Hill's Pet Nutrition Inc., United Petfood, and Diamond Pet Foods. These major players are investing in new products and improvisation of products, expansions, and acquisitions for business expansions. Another major area of investment is the focus on R&D to launch new products at lower prices.

#### Additional Benefits:

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

#### Table of Contents:

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## 1 INTRODUCTION

### 1.1 Study Assumptions and Market Definition

### 1.2 Scope of the Study

## 2 RESEARCH METHODOLOGY

## 3 EXECUTIVE SUMMARY

## 4 MARKET DYNAMICS

### 4.1 Market Overview

### 4.2 Market Drivers

### 4.3 Market Restraints

### 4.4 Porter's Five Forces Analysis

#### 4.4.1 Bargaining Power of Suppliers

#### 4.4.2 Bargaining Power of Buyers

#### 4.4.3 Threat of New Entrants

#### 4.4.4 Threat of Substitute Products

#### 4.4.5 Intensity of Competitive Rivalry

## 5 MARKET SEGMENTATION

### 5.1 Pet Type

#### 5.1.1 Dog

#### 5.1.2 Cat

#### 5.1.3 Bird

#### 5.1.4 Other Pet Types

### 5.2 Product Type

#### 5.2.1 Dry Pet Foods

#### 5.2.2 Wet Pet Foods

#### 5.2.3 Veterinary Diets

#### 5.2.4 Treats and Snacks

#### 5.2.5 Other Products

### 5.3 Distribution Channel

#### 5.3.1 Supermarket/Hypermarket

#### 5.3.2 Specialty Stores

#### 5.3.3 Online Retail Stores

#### 5.3.4 Other Distribution Channels

## 6 COMPETITIVE LANDSCAPE

### 6.1 Most Adopted Strategies

### 6.2 Market Share Analysis

### 6.3 Company Profiles

#### 6.3.1 Mars Inc.

#### 6.3.2 Nestle SA (Purina)

#### 6.3.3 Hill's Pet Nutrition Inc.

#### 6.3.4 United Petfood

#### 6.3.5 Diamond Pet Foods

#### 6.3.6 Pets Choice Ltd

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6.3.7 Wellpet

6.3.8 InVivo NSA

6.3.9 The J.M. Smucker Company (Big Heart Pet Brands Inc.)

6.3.10 DEUERER

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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