

## Dog Food in Ireland

Market Direction | 2023-04-27 | 25 pages | Euromonitor

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### **Report description:**

Amid growing pet ownership in response to the pandemic, dog owners increasingly want to apply their own dietary habits and values to their animals and are willing to pay more to do so. This has led to the launch of more plant-based dog food and dog treats made from insects. For example, with consumers becoming more environmentally aware, they are increasingly seeing the link between meat consumption and climate change, as well as having health concerns around processed foods.

Euromonitor International's Dog Food in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Dog Treats and Mixers, Dry Dog Food, Wet Dog Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Dog Food market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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