

## **Dog Food in New Zealand**

Market Direction | 2023-05-09 | 25 pages | Euromonitor

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### **Report description:**

Dog parents in New Zealand are favouring dry food over wet food for their dogs. Dry food has numerous benefits for dogs such as being good for teeth and helping with digestion by encouraging the dog to chew more. Dry dog food makes up over half of the dog food market in New Zealand (this is excluding dog treats). Dry dog food, aside from the health benefits to the dog, are also convenient for pet parents. It is easy to store large amounts of dry dog food and buying it in bulk is often cheaper th...

Euromonitor International's Dog Food in New Zealand 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.

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