

**Dog Food in the Netherlands**

Market Direction | 2023-05-10 | 28 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

Dog food is set to see a slowdown in volume sales growth in 2023. Even though growth will remain positive, an increasing number of households will struggle financially due to the energy crisis, inflation, increases in food prices and in pet food prices.

Euromonitor International's Dog Food in Netherlands 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.

**Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## List Of Contents And Tables

### DOG FOOD IN THE NETHERLANDS

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive but slowing growth for dog food in 2023 due to the rising cost of living

Healthier and more sustainable choices characterise the category boosted by the pet humanisation trend

Kiezebrink pushes raw food trend in dog food while Vitakraft launches veggie snacks

#### PROSPECTS AND OPPORTUNITIES

Premium dry and premium wet food drive growth over forecast period

Manufacturers and supermarkets engage in strategies to provide greater product information and a wider range of breed-specific products

Sustainability in ingredient usage and in product manufacture become increasingly important to consumers, to which industry players respond

#### CATEGORY INDICATORS

Table 1 Dog Owning Households: % Analysis 2018-2023

Table 2 Dog Population 2018-2023

Table 3 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

#### CATEGORY DATA

Summary 1 Dog Food by Price Band 2023

Table 4 Sales of Dog Food by Category: Volume 2018-2023

Table 5 Sales of Dog Food by Category: Value 2018-2023

Table 6 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 7 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 8 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 9 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 10 NBO Company Shares of Dog Food: % Value 2018-2022

Table 11 LBN Brand Shares of Dog Food: % Value 2019-2022

Table 12 LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 13 Distribution of Dog Food by Format: % Value 2018-2023

Table 14 Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 15 Forecast Sales of Dog Food by Category: Value 2023-2028

Table 16 Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 17 Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

### PET CARE IN THE NETHERLANDS

#### EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

#### MARKET INDICATORS

Table 18 Pet Populations 2018-2023

## MARKET DATA

Table 19 Sales of Pet Food by Category: Volume 2018-2023

Table 20 Sales of Pet Care by Category: Value 2018-2023

Table 21 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 22 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Pet Food: % Value 2018-2022

Table 24 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 25 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 27 □Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 28 □Distribution of Pet Care by Format: % Value 2018-2023

Table 29 □Distribution of Pet Care by Format and Category: % Value 2023

Table 30 □Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 31 □Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 32 □Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 33 □Forecast Sales of Pet Care by Category: Value 2023-2028

Table 34 □Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Dog Food in the Netherlands**

Market Direction | 2023-05-10 | 28 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-18
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)