

Dog Food in the Netherlands

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

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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.

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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

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