

Other Pet Food in the Netherlands

Market Direction | 2023-05-10 | 25 pages | Euromonitor

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Report description:

The reptile population was especially affected by the post-pandemic slump. Some people who got a reptile during the pandemic began to get rid of them in 2022 and 2023 as the care these animals require resulted in more work than expected. This resulted in a slowdown in the other pet population and a slowdown in the volume growth of small mammal/reptile food.

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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OTHER PET FOOD IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low growth in the other pet population causes a slowdown in volume demand for other pet food, especially fish and small mammal/reptile food.

Premiumisation in bird food stimulated by breed-specific products and a broader product selection

Home improvement and gardening stores gathers momentum in other pet food

PROSPECTS AND OPPORTUNITIES

Stagnation of other pet food over the forecast period due to category stagnation, low other pet population growth and an expanded government list of animals banned from being kept as pets

Rising prices affect volume sales as consumers reduce the quantities they buy

Declining share of pet shops and superstores in other pet food while home improvement and gardening stores and retail e-commerce gain ground

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