

## **Pet Care in the Netherlands**

Market Direction | 2023-05-10 | 55 pages | Euromonitor

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### **Report description:**

During 2023, significant downtrading was seen in the pet care market in the Netherlands. Thanks to rising inflation in the country, many pet owners were struggling to afford to keep their pets, with some having to give them up. Despite this, many wealthier households continued to take on pets, which helped the pet population to grow. It is popular in the Netherlands to have pets with this popularity rising further since the onset of the pandemic and increased working from home. There was also gr...

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

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

Why buy this report?

- \* Get a detailed picture of the Pet Care 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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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

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Manufacturers focus on producing real meat moist or semi-moist snacks that are palatable to cats and which comply with owners' desire for healthy products

Cat population continues to grow though growth slows putting downward pressure on cat food volume sales

#### PROSPECTS AND OPPORTUNITIES

Rising cost of living and ongoing energy crisis provide a boost for private label over the forecast period

Demand for economy and mid-priced brands and convenience drive sales via retail e-commerce and supermarkets

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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

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Supermarkets and pet superstores endeavour to maintain unit prices in cat litter as volume sales register slow growth

Rising cost of living encourages pet owners to avoid expensive visits to vets and opt for OTC methods of treatment as well as advice from other pet care professionals

### PROSPECTS AND OPPORTUNITIES

Strong growth of retail e-commerce over the forecast period thanks to the wide range of players and products available in the channel

Growing popularity of pet healthcare mirrors trends among humans, especially in dietary supplements, while cat litter continues to embrace natural and chemical-free formulas

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