

Pet Care in the Netherlands

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

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

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.

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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Pet Care in the Netherlands

Euromonitor International

May 2023

List Of Contents And Tables

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 1 Pet Populations 2018-2023

MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2018-2023

Table 3 Sales of Pet Care by Category: Value 2018-2023

Table 4 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 5 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 6 NBO Company Shares of Pet Food: % Value 2018-2022

Table 7 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 10 □Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 11 □Distribution of Pet Care by Format: % Value 2018-2023

Table 12 □Distribution of Pet Care by Format and Category: % Value 2023

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

Table 14 □Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 15 □Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 16 □Forecast Sales of Pet Care by Category: Value 2023-2028

Table 17 □Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 18 □Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

CATEGORY INDICATORS

Table 19 Dog Owning Households: % Analysis 2018-2023

Table 20 Dog Population 2018-2023

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 2 Dog Food by Price Band 2023

Table 22 Sales of Dog Food by Category: Volume 2018-2023

Table 23 Sales of Dog Food by Category: Value 2018-2023

Table 24 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 25 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 26 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 28 □NBO Company Shares of Dog Food: % Value 2018-2022

Table 29 □LBN Brand Shares of Dog Food: % Value 2019-2022

Table 30 □LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 31 □Distribution of Dog Food by Format: % Value 2018-2023

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

Table 33 □Forecast Sales of Dog Food by Category: Value 2023-2028

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

Table 35 □Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

CAT FOOD IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises force cat owners to trade down from wet to dry cat food in a bid to make savings

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

Despite the greater popularity of low and mid-priced brands, premium wet and dry cat food sees higher growth over the forecast period in line with the ongoing premiumisation trend

CATEGORY INDICATORS

Table 36 Cat Owning Households: % Analysis 2018-2023

Table 37 Cat Population 2018-2023

Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 3 Cat Food by Price Band 2023

Table 39 Sales of Cat Food by Category: Volume 2018-2023

Table 40 Sales of Cat Food by Category: Value 2018-2023

Table 41 Sales of Cat Food by Category: % Volume Growth 2018-2023

Table 42 Sales of Cat Food by Category: % Value Growth 2018-2023

Table 43 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023

Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 45 □NBO Company Shares of Cat Food: % Value 2018-2022

Table 46 LBN Brand Shares of Cat Food: % Value 2019-2022

Table 47 LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 48 Distribution of Cat Food by Format: % Value 2018-2023

Table 49 Forecast Sales of Cat Food by Category: Volume 2023-2028

Table 50 Forecast Sales of Cat Food by Category: Value 2023-2028

Table 51 Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 52 Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

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

CATEGORY INDICATORS

Table 53 Other Pet Population 2018-2023

CATEGORY DATA

Table 54 Sales of Other Pet Food by Category: Volume 2018-2023

Table 55 Sales of Other Pet Food by Category: Value 2018-2023

Table 56 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 57 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 58 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 59 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022

Table 61 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 62 Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 63 Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 64 Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 65 Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

PET PRODUCTS IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of pet products are driven by other pet products

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

Growth in other pet products driven by accessories

CATEGORY DATA

Table 66 Sales of Pet Products by Category: Value 2018-2023

Table 67 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 68 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 69 Sales of Other Pet Products by Type: % Value 2018-2023

Table 70 NBO Company Shares of Pet Products: % Value 2018-2022

Table 71 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 72 Distribution of Pet Products by Format: % Value 2018-2023

Table 73 Forecast Sales of Pet Products by Category: Value 2023-2028

Table 74 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Pet Care in the Netherlands

Market Direction | 2023-05-10 | 55 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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