

## **Pet Products in the Netherlands**

Market Direction | 2023-05-10 | 24 pages | Euromonitor

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### **Report description:**

With the humanisation trend, pet owners are looking to increase the comfort and amusement of their pets. Thus, products such as cushions, beds, sleeping bags, blankets, various scratching and climbing furniture, animal wear and toys are available in increasing varieties and formats. The humanisation trend is also pushing seasonal trends in pets. For example, a leading omnichannel retailer Pet's Place announced that the Christmas dog cardigans it offered had proven to be very popular. Meanwhile,...

Euromonitor International's Pet Products 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: Cat Litter, Other Pet Products, Pet Healthcare.

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 Products 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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##### 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

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