

## **Dog Food in France**

Market Direction | 2024-04-24 | 28 pages | Euromonitor

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### **Report description:**

Dog food registered double-digit growth in current value terms in 2023 but this was largely due to the impact of price rises with sales declining in retail volume terms in both dry and wet dog food. A similar pattern has continued into 2024 with prices remaining high and consumer incomes remaining under pressure, resulting in strong value growth but declining volume sales. The cost of living crisis is limiting sales of dog food. A growing number of dog owners are shifting to giving their dogs no...

Euromonitor International's Dog Food in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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Sales of dog food in decline as the pet population drops and consumers look to reign in their spending

Pet shops and superstores continue to make inroads in dog food with an ever expanding network of outlets, products and services

Private label gains share despite strong brand loyalty in dog food

#### PROSPECTS AND OPPORTUNITIES

Dog food packaging set to be the focus of innovation

Focus on health and wellness likely to inform new product development in dog treats and mixers

Therapeutic dog food set to thrive while human food trends could inform new recipes and products

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