

Other Pet Food in France

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

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Report description:

Sales of cats and dogs in pet shops and superstores and garden centres is now forbidden due to a new law that came into effect on 1 January 2024, but the sale of small mammals, birds, fish and reptiles remains authorised. Nonetheless, in late 2022, the famous bird market in Paris was closed indefinitely due to animal welfare concerns. Despite this, the bird population continued to grow in 2023 and looks set to increase again in 2024. Parakeets and canaries are amongst the most popular birds, wit...

Euromonitor International's Other Pet 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: 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.

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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OTHER PET FOOD IN FRANCE

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Pet humanisation trend less visible when it comes to other pets

Consumers showing a growing interest in sustainability and the local environment

More consumers go online in search of the best deals

PROSPECTS AND OPPORTUNITIES

Premiumisation could expand in other pet food over the forecast period as players expand their offer

Focus on pet health expected to inform new product development while e-commerce is set increase its share of distribution

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