

Pet Care in Belgium

Market Direction | 2024-04-24 | 51 pages | Euromonitor

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Report description:

Despite a slowdown in the Belgian pet population, the pet care industry continues to benefit from an increase in food volume growth and a moderate increase especially of cats and dogs. The population slowdown has been consistent since the aftermath of the pandemic. With inflation reaching its highest level in decades, many consumers are no longer able to keep up with the cost of living and have had to give up their pets, resulting in higher abandonment rates than in previous years. However, the...

Euromonitor International's Pet Care in Belgium 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: 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.

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Despite inflation, premiumisation and pet humanisation continue to bolster dog food sales

Raw, fresh frozen foods become increasingly popular for their nutritional benefits and wider distribution via pet superstores

Growing price polarisation leads to a squeeze in mid-priced dog food sales

PROSPECTS AND OPPORTUNITIES

Ongoing humanisation and premiumisation trends stimulated by young couples with no children

Decline in organic dog food offset by growing demand for sustainability boosting "clean", "locally produced" and "natural" dog food

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Mars and Nestle characterise cat food holding over half of category value share

PROSPECTS AND OPPORTUNITIES

Insect-based Bazoeef brand available for cats over the forecast period

Raw, fresh and natural ingredients benefit from growing demand

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Falling populations of reptiles, birds and fish dampen value sales growth in 2024

Inflation drives prices up as does the pet humanisation trend

Sales of live animals banned in the town of Liege indicating a change in animal welfare approach in Belgium

PROSPECTS AND OPPORTUNITIES

Expansion of pet shops and superstores boosts availability and product range of other pet food over the forecast period

While exerting less influence than in dog and cat food, humanisation and premiumisation trends are also present in other pet food, especially small mammal/reptile food

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Increase in cat population stimulates sales of cat litter

Stimulating dog accessories benefit from growing popularity as dogs struggle with being left home alone after the pandemic

PROSPECTS AND OPPORTUNITIES

Wider availability of pet insurance via Tom & Co

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