

## 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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## Table of Contents:

Pet Care in Belgium  
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### List Of Contents And Tables

#### PET CARE IN BELGIUM

##### EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

##### MARKET INDICATORS

Table 1 Pet Populations 2019-2024

##### MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2019-2024

Table 3 Sales of Pet Care by Category: Value 2019-2024

Table 4 Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 5 Sales of Pet Care by Category: % Value Growth 2019-2024

Table 6 NBO Company Shares of Pet Food: % Value 2019-2023

Table 7 LBN Brand Shares of Pet Food: % Value 2020-2023

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 10 □Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 11 □Distribution of Pet Care by Format: % Value 2019-2024

Table 12 □Distribution of Pet Care by Format and Category: % Value 2024

Table 13 □Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 14 □Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 15 □Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 16 □Forecast Sales of Pet Care by Category: Value 2024-2029

Table 17 □Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 18 □Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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##### SOURCES

Summary 1 Research Sources

#### DOG FOOD IN BELGIUM

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

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

## CATEGORY INDICATORS

Table 19 Dog Owning Households: % Analysis 2019-2024

Table 20 Dog Population 2019-2024

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

## CATEGORY DATA

Summary 2 Dog Food by Price Band 2024

Table 22 Sales of Dog Food by Category: Volume 2019-2024

Table 23 Sales of Dog Food by Category: Value 2019-2024

Table 24 Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 25 Sales of Dog Food by Category: % Value Growth 2019-2024

Table 26 Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 28 □NBO Company Shares of Dog Food: % Value 2019-2023

Table 29 □LBN Brand Shares of Dog Food: % Value 2020-2023

Table 30 □LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 31 □Distribution of Dog Food by Format: % Value 2019-2024

Table 32 □Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 33 □Forecast Sales of Dog Food by Category: Value 2024-2029

Table 34 □Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 35 □Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

## CAT FOOD IN BELGIUM

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Growth in sales of cat food stimulated by increase in cat population as well as humanisation and premiumisation trends

Cat treats and mixers are bought to deepen owner/cat relationship

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

### PROSPECTS AND OPPORTUNITIES

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

Raw, fresh and natural ingredients benefit from growing demand

Supermarkets remains the leading channel, although pet shops and superstores, especially outlets with a retail e-commerce arm, is gaining ground

## CATEGORY INDICATORS

Table 36 Cat Owning Households: % Analysis 2019-2024

Table 37 Cat Population 2019-2024

Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

## CATEGORY DATA

Summary 3 Cat Food by Price Band 2024

Table 39 Sales of Cat Food by Category: Volume 2019-2024

Table 40 Sales of Cat Food by Category: Value 2019-2024

Table 41 Sales of Cat Food by Category: % Volume Growth 2019-2024

Table 42 Sales of Cat Food by Category: % Value Growth 2019-2024

Table 43 Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024

Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024

Table 45 □NBO Company Shares of Cat Food: % Value 2019-2023

Table 46 □LBN Brand Shares of Cat Food: % Value 2020-2023

Table 47 □LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023

Table 48 □Distribution of Cat Food by Format: % Value 2019-2024

Table 49 □Forecast Sales of Cat Food by Category: Volume 2024-2029

Table 50 □Forecast Sales of Cat Food by Category: Value 2024-2029

Table 51 □Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029

Table 52 □Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

OTHER PET FOOD IN BELGIUM

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

Bird food, especially food for wild birds, is a growth industry

CATEGORY INDICATORS

Table 53 Other Pet Population 2019-2024

CATEGORY DATA

Table 54 Sales of Other Pet Food by Category: Volume 2019-2024

Table 55 Sales of Other Pet Food by Category: Value 2019-2024

Table 56 Sales of Other Pet Food by Category: % Volume Growth 2019-2024

Table 57 Sales of Other Pet Food by Category: % Value Growth 2019-2024

Table 58 LBN Brand Shares of Bird Food: % Value 2020-2023

Table 59 LBN Brand Shares of Fish Food: % Value 2020-2023

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023

Table 61 Distribution of Other Pet Food by Format: % Value 2019-2024

Table 62 □Forecast Sales of Other Pet Food by Category: Volume 2024-2029

Table 63 □Forecast Sales of Other Pet Food by Category: Value 2024-2029

Table 64 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029

Table 65 □Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

PET PRODUCTS IN BELGIUM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary growth in value sales in 2024 as consumers eschew this category for essentials such as pet food

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

Growth in electronic accessories for dogs boosted by the entry of lower cost private label products

Growth in more nutritionally sophisticated pet food negates demand for pet healthcare, while hygiene and beauty products remains popular for dogs

CATEGORY DATA

Table 66 Sales of Pet Products by Category: Value 2019-2024

Table 67 Sales of Pet Products by Category: % Value Growth 2019-2024

Table 68 Sales of Pet Healthcare by Type: % Value 2019-2024

Table 69 Sales of Other Pet Products by Type: % Value 2019-2024

Table 70 NBO Company Shares of Pet Products: % Value 2019-2023

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Table 71 LBN Brand Shares of Pet Products: % Value 2020-2023

Table 72 Distribution of Pet Products by Format: % Value 2019-2024

Table 73 Forecast Sales of Pet Products by Category: Value 2024-2029

Table 74 Forecast Sales of Pet Products by Category: % Value Growth 2024-2029

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