

Pet Products in Belgium

Market Direction | 2024-04-24 | 22 pages | Euromonitor

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Report description:

Sales of pet products are expected to record moderate growth in value terms in 2024. Pet products continue to grow in value in Belgium, as inflation has also hit these types of products causing price rises. However, many owners have reduced the number of purchases of other pet products due to the squeeze on their spending power. Cat litter and pet healthcare are set to see the highest value growth rates in 2024 as these items are not considered luxuries or extras, whereas other pet products, suc...

Euromonitor International's Pet Products 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: 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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KEY DATA FINDINGS

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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

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