

## **Dog Food in Ireland**

Market Direction | 2024-04-29 | 25 pages | Euromonitor

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### **Report description:**

Dog food in Ireland is expected to continue to face challenges over 2024, marked by slow retail volume growth. This is attributed to dog population constraints in conjunction with inflationary pressures. The Dublin Society for the Prevention of Cruelty to Animals (DSPCA)'s report of a surge in animals being given up compelled a public appeal to relieve the strain on their services. Inflation emerged as a driving force in the second half of the review period, forcing dog owners to surrender their...

Euromonitor International's Dog Food in Ireland 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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Euromonitor International  
April 2024

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Private label performs strongly as dog owners seek cost-effective options

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Economic constraints are set to ease, but the popularity of private label is expected to persist in the short term

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