

## **Dog Food in Israel**

Market Direction | 2024-04-29 | 26 pages | Euromonitor

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### **Report description:**

Dog food is expected to see current value growth in Israel in 2024. The prices of dog food rose significantly in the latter part of the review period. Osem increased the prices of Purina by an average of 4.7% in May 2023, following agents telling retailers in December 2022 to expect price increases by Purina. Retailers felt that the increases were being done in secret and "under the radar". Many other brands raised prices without official notices. The price rises started with specialist retailer...

Euromonitor International's Dog Food in Israel 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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