

## **Dog Food in Germany**

Market Direction | 2024-06-03 | 27 pages | Euromonitor

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### **Report description:**

Dog food in Germany is experiencing pronounced polarisation of price segments, with mid-priced dry dog food recording a decline in 2024, while both premium and economy segments are enjoying notable growth. This trend is being driven by evolving consumer behaviours and economic conditions that are reshaping purchasing decisions. At one end of the spectrum, there is a segment of consumers increasingly gravitating towards premium dog food, reflecting a growing emphasis on pet health and wellness. T...

Euromonitor International's Dog Food in Germany 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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