

Dog Food in New Zealand

Market Direction | 2024-06-13 | 26 pages | Euromonitor

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Report description:

In 2024, dog food sales in New Zealand saw single-digit current value growth, primarily driven by the premium dry dog food segment. This trend reflects pet owners' increasing tendency to treat their pets as important family members. Post-pandemic, local consumers have become more knowledgeable about pet health and are more willing to trade up. However, the demand for dog treats has declined as New Zealanders spend less time at home and prioritise necessities such as dry dog food. The current val...

Euromonitor International's Dog Food in New Zealand 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
June 2024

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Growth in premium dry dog food in 2024 reflects New Zealand's pet humanisation trend

Convenience and affordability trends combine with demand for high-quality nutrition

Pet shops and superstores will benefit from the ability to offer expert, trusted advice

PROSPECTS AND OPPORTUNITIES

Volume growth will remain weak, but there is potential for growth in senior dog food

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