

Dog Food in Spain

April 2024

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2024 DEVELOPMENTS

Volume struggles to recover due to lingering challenges, while value is supported by still-high prices

Wet, natural, and specialised dog food drive trends and expansion plans

Health trends spur humanisation in wellbeing products for pets

PROSPECTS AND OPPORTUNITIES

New formulations for small size dogs expected, with rising competition from private label also expected

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Dog treats and mixers will continue to inspire innovations

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