

# Dog Food in Belgium

April 2024

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## Dog Food in Belgium - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Despite inflation, premiumisation and pet humanisation continue to bolster dog food sales

Raw, fresh frozen foods become increasingly popular for their nutritional benefits and wider distribution via pet superstores

Growing price polarisation leads to a squeeze in mid-priced dog food sales

#### PROSPECTS AND OPPORTUNITIES

Ongoing humanisation and premiumisation trends stimulated by young couples with no children

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