

Other Pet Food in France

April 2024

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Other Pet Food in France - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Pet humanisation trend less visible when it comes to other pets
Consumers showing a growing interest in sustainability and the local environment
More consumers go online in search of the best deals

PROSPECTS AND OPPORTUNITIES

Premiumisation could expand in other pet food over the forecast period as players expand their offer
Focus on pet health expected to inform new product development while e-commerce is set increase its share of distribution
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