

Dog Food in the Netherlands

April 2024

Table of Contents

Dog Food in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing dog population boosts retail volume sales
Cost-savings lead to fewer purchases of snacks and more conscious spending
Alternative dog food trends appear in the premium segment

PROSPECTS AND OPPORTUNITIES

Shift from mid-priced to economy dog food is likely to continue
Premium, especially frozen, dog food to stimulate retail value growth
The search for lower prices to favour large grocery retailers and e-commerce

CATEGORY INDICATORS

Table 1 - Dog Owning Households: % Analysis 2019-2024
Table 2 - Dog Population 2019-2024
Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 1 - Dog Food by Price Band 2024
Table 4 - Sales of Dog Food by Category: Volume 2019-2024
Table 5 - Sales of Dog Food by Category: Value 2019-2024
Table 6 - Sales of Dog Food by Category: % Volume Growth 2019-2024
Table 7 - Sales of Dog Food by Category: % Value Growth 2019-2024
Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024
Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024
Table 10 - NBO Company Shares of Dog Food: % Value 2019-2023
Table 11 - LBN Brand Shares of Dog Food: % Value 2020-2023
Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023
Table 13 - Distribution of Dog Food by Format: % Value 2019-2024
Table 14 - Forecast Sales of Dog Food by Category: Volume 2024-2029
Table 15 - Forecast Sales of Dog Food by Category: Value 2024-2029
Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029
Table 17 - Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

Pet Care in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for pet care?

MARKET INDICATORS

Table 18 - Pet Populations 2019-2024

MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2019-2024
Table 20 - Sales of Pet Care by Category: Value 2019-2024
Table 21 - Sales of Pet Food by Category: % Volume Growth 2019-2024
Table 22 - Sales of Pet Care by Category: % Value Growth 2019-2024
Table 23 - NBO Company Shares of Pet Food: % Value 2019-2023

Table 24 - LBN Brand Shares of Pet Food: % Value 2020-2023

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 28 - Distribution of Pet Care by Format: % Value 2019-2024

Table 29 - Distribution of Pet Care by Format and Category: % Value 2024

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 32 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 33 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dog-food-in-the-netherlands/report.