

# Dog Food in New Zealand

June 2024

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

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

Nutrition will remain a key focus for New Zealand pet owners over the forecast period

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