

Pet Products in Belgium

April 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary growth in value sales in 2024 as consumers eschew this category for essentials such as pet food

Increase in cat population stimulates sales of cat litter

Stimulating dog accessories benefit from growing popularity as dogs struggle with being left home alone after the pandemic

PROSPECTS AND OPPORTUNITIES

Wider availability of pet insurance via Tom & Co

Growth in electronic accessories for dogs boosted by the entry of lower cost private label products

Growth in more nutritionally sophisticated pet food negates demand for pet healthcare, while hygiene and beauty products remains popular for dogs

CATEGORY DATA

Table 1 - Sales of Pet Products by Category: Value 2019-2024

Table 2 - Sales of Pet Products by Category: % Value Growth 2019-2024

Table 3 - Sales of Pet Healthcare by Type: % Value 2019-2024

Table 4 - Sales of Other Pet Products by Type: % Value 2019-2024

Table 5 - NBO Company Shares of Pet Products: % Value 2019-2023

Table 6 - LBN Brand Shares of Pet Products: % Value 2020-2023

Table 7 - Distribution of Pet Products by Format: % Value 2019-2024

Table 8 - Forecast Sales of Pet Products by Category: Value 2024-2029

Table 9 - Forecast Sales of Pet Products by Category: % Value Growth 2024-2029

Pet Care in Belgium - 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 10 - Pet Populations 2019-2024

MARKET DATA

Table 11 - Sales of Pet Food by Category: Volume 2019-2024

Table 12 - Sales of Pet Care by Category: Value 2019-2024

Table 13 - Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 14 - Sales of Pet Care by Category: % Value Growth 2019-2024

Table 15 - NBO Company Shares of Pet Food: % Value 2019-2023

Table 16 - LBN Brand Shares of Pet Food: % Value 2020-2023

Table 17 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 18 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 19 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 20 - Distribution of Pet Care by Format: % Value 2019-2024

Table 21 - Distribution of Pet Care by Format and Category: % Value 2024

Table 22 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 23 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 24 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 25 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 26 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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