

Dog Food in Belgium

April 2024

Table of Contents

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

Decline in organic dog food offset by growing demand for sustainability boosting “clean”, “locally produced” and “natural” dog food

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 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 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

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