

Other Pet Food in France

April 2024

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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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