

# Dog Food in Germany

November 2023

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## Dog Food in Germany - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Dynamics between price segments change due to inflation Private label dog food benefits from inflationary pressures Raw food and frozen meat gains relevance across retailers

## PROSPECTS AND OPPORTUNITIES

Dog food subscription services expected to attract more consumers in the future Alternative protein sources such as plant-based or insect-derived set to further grow Innovation in snacks will continue to develop to offer variety

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