

Pet Products in Germany

November 2023

Table of Contents

Pet Products in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Technology and connectivity remain major trend for pet products

Subdued growth for non-essential pet dietary supplements as pet owners look to control their budgets

Consumers tend to choose more affordable options via e-commerce

PROSPECTS AND OPPORTUNITIES

Product development will resume only after price sensitivity wanes

Personalisation to play larger role across pet products

Sustainability to be increasingly taken into account by both consumers and players

CATEGORY DATA

- Table 1 Sales of Pet Products by Category: Value 2018-2023
- Table 2 Sales of Pet Products by Category: % Value Growth 2018-2023
- Table 3 Sales of Pet Healthcare by Type: % Value 2018-2023
- Table 4 Sales of Other Pet Products by Type: % Value 2018-2023
- Table 5 NBO Company Shares of Pet Products: % Value 2018-2022
- Table 6 LBN Brand Shares of Pet Products: % Value 2019-2022
- Table 7 Distribution of Pet Products by Format: % Value 2018-2023
- Table 8 Forecast Sales of Pet Products by Category: Value 2023-2028
- Table 9 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

Pet Care in Germany - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 10 - Pet Populations 2018-2023

MARKET DATA

- Table 11 Sales of Pet Food by Category: Volume 2018-2023
- Table 12 Sales of Pet Care by Category: Value 2018-2023
- Table 13 Sales of Pet Food by Category: % Volume Growth 2018-2023
- Table 14 Sales of Pet Care by Category: % Value Growth 2018-2023
- Table 15 NBO Company Shares of Pet Food: % Value 2018-2022
- Table 16 LBN Brand Shares of Pet Food: % Value 2019-2022
- Table 17 NBO Company Shares of Dog and Cat Food: % Value 2018-2022
- Table 18 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022
- Table 19 Penetration of Private Label in Pet Care by Category: % Value 2018-2023
- Table 20 Distribution of Pet Care by Format: % Value 2018-2023
- Table 21 Distribution of Pet Care by Format and Category: % Value 2023
- Table 22 Distribution of Dog and Cat Food by Format: % Value 2018-2023
- Table 23 Distribution of Dog and Cat Food by Format and Category: % Value 2023
- Table 24 Forecast Sales of Pet Food by Category: Volume 2023-2028
- Table 25 Forecast Sales of Pet Care by Category: Value 2023-2028
- Table 26 Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 27 - Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/pet-products-in-germany/report.