

# Dog Food in South Africa

May 2023

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## Dog Food in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Loyalty programmes and price promotions win with price-sensitive consumers  
Consolidation and innovation important to balance consumer needs and rising costs  
Dog treats remains a key growth opportunity thanks to pet humanisation trend

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Further volume declines likely as consumers' disposable incomes continue falling  
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