

Other Pet Food in New Zealand

May 2023

Table of Contents

Other Pet Food in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small mammal/reptile population continues to grow in 2023, supporting further demand for other pet food Supermarkets increase investment in pet food Pet humanisation trend leads to reliable demand for healthy dietary products

PROSPECTS AND OPPORTUNITIES

Small mammal and reptile populations will see continued growth Speciality pet stores expected to grow amidst decline in supermarket channel Importance of e-commerce and veterinary clinics in the sales of other pet food

CATEGORY INDICATORS

Table 1 - Other Pet Population 2018-2023

CATEGORY DATA

Table 2 - Sales of Other Pet Food by Category: Volume 2018-2023
Table 3 - Sales of Other Pet Food by Category: Value 2018-2023
Table 4 - Sales of Other Pet Food by Category: % Volume Growth 2018-2023
Table 5 - Sales of Other Pet Food by Category: % Value Growth 2018-2023
Table 6 - LBN Brand Shares of Bird Food: % Value 2019-2022
Table 7 - LBN Brand Shares of Fish Food: % Value 2019-2022
Table 8 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022
Table 9 - Distribution of Other Pet Food by Format: % Value 2018-2023
Table 10 - Forecast Sales of Other Pet Food by Category: Volume 2023-2028
Table 11 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028
Table 13 - Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

Pet Care in New Zealand - 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 14 - Pet Populations 2018-2023

MARKET DATA

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

- Table 25 Distribution of Pet Care by Format and Category: % Value 2023
- Table 26 Distribution of Dog and Cat Food by Format: % Value 2018-2023
- Table 27 Distribution of Dog and Cat Food by Format and Category: % Value 2023
- Table 28 Forecast Sales of Pet Food by Category: Volume 2023-2028
- Table 29 Forecast Sales of Pet Care by Category: Value 2023-2028
- Table 30 Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028
- Table 31 Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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