

Pet Products in Belgium

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Inflationary growth in value sales in 2024 as consumers eschew this category for essentials such as pet food
- Increase in cat population stimulates sales of cat litter
- Stimulating dog accessories benefit from growing popularity as dogs struggle with being left home alone after the pandemic

PROSPECTS AND OPPORTUNITIES

- Wider availability of pet insurance via Tom & Co
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