

Dog Food in France

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of dog food in decline as the pet population drops and consumers look to reign in their spending
Pet shops and superstores continue to make inroads in dog food with an ever expanding network of outlets, products and services
Private label gains share despite strong brand loyalty in dog food

PROSPECTS AND OPPORTUNITIES

Dog food packaging set to be the focus of innovation
Focus on health and wellness likely to inform new product development in dog treats and mixers
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