

# Pet Products in France

April 2024

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## Pet Products in France - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Premiumisation seen in cat litter while focus on pet health triggers growth
Pet humanisation trend continues to fuel demand for pet accessories
Flea/tick treatments remain important to maintaining pet health

## PROSPECTS AND OPPORTUNITIES

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Concept stores bring an air of sophistication to pet products

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**DISCLAIMER** 

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