

Other Pet Food in Belgium

April 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Falling populations of reptiles, birds and fish dampen value sales growth in 2024
- Inflation drives prices up as does the pet humanisation trend
- Sales of live animals banned in the town of Liege indicating a change in animal welfare approach in Belgium

PROSPECTS AND OPPORTUNITIES

- Expansion of pet shops and superstores boosts availability and product range of other pet food over the forecast period
- While exerting less influence than in dog and cat food, humanisation and premiumisation trends are also present in other pet food, especially small mammal/reptile food
- Bird food, especially food for wild birds, is a growth industry

CATEGORY INDICATORS

Table 1 - Other Pet Population 2019-2024

CATEGORY DATA

- Table 2 - Sales of Other Pet Food by Category: Volume 2019-2024
- Table 3 - Sales of Other Pet Food by Category: Value 2019-2024
- Table 4 - Sales of Other Pet Food by Category: % Volume Growth 2019-2024
- Table 5 - Sales of Other Pet Food by Category: % Value Growth 2019-2024
- Table 6 - LBN Brand Shares of Bird Food: % Value 2020-2023
- Table 7 - LBN Brand Shares of Fish Food: % Value 2020-2023
- Table 8 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023
- Table 9 - Distribution of Other Pet Food by Format: % Value 2019-2024
- Table 10 - Forecast Sales of Other Pet Food by Category: Volume 2024-2029
- Table 11 - Forecast Sales of Other Pet Food by Category: Value 2024-2029
- Table 12 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029
- Table 13 - Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

Pet Care in Belgium - Industry Overview

EXECUTIVE SUMMARY

- Pet care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for pet care?

MARKET INDICATORS

Table 14 - Pet Populations 2019-2024

MARKET DATA

- Table 15 - Sales of Pet Food by Category: Volume 2019-2024
- Table 16 - Sales of Pet Care by Category: Value 2019-2024
- Table 17 - Sales of Pet Food by Category: % Volume Growth 2019-2024
- Table 18 - Sales of Pet Care by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Pet Food: % Value 2019-2023
- Table 20 - LBN Brand Shares of Pet Food: % Value 2020-2023
- Table 21 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023
- Table 22 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023
- Table 23 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 24 - Distribution of Pet Care by Format: % Value 2019-2024

Table 25 - Distribution of Pet Care by Format and Category: % Value 2024

Table 26 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 27 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 28 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 29 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 30 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 31 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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