

# Other Pet Food in the Netherlands

April 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Pet population slowdown hinders retail volume growth
- Witte Molen leverages a strong and dynamic offer to consolidate its leadership of bird food
- Home improvement and gardening stores continues to develop and grow as a channel for other pet food

PROSPECTS AND OPPORTUNITIES

- Limited list of permitted animals as pets
- Price increases are likely to exert downward pressure on demand
- Retail e-commerce and chained retailers are well placed to prosper

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 the Netherlands - 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

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/other-pet-food-in-the-netherlands/report](https://www.euromonitor.com/other-pet-food-in-the-netherlands/report).