



Euromonitor
International

Dog Food in France

May 2026

Table of Contents

Dog Food in France - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Premiumisation and Moderating Dog Populations Shape Value Growth Amid Volume Pressures

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dog Food

INDUSTRY PERFORMANCE

Premiumisation and Moderating Dog Populations Shape Value Growth Amid Volume Pressures

Dry Dog Food Dominates Volumes While Dog Treats Sees Steady Premium Growth

Brands to Drive Premiumisation with Fresh and D2c Innovations

Chart 2 - Easy-Barf Expanded to Freshly Cooked Meals

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Premiumisation and Income Growth to Sustain Value Amid Volume Decline

Dry Dog Food to Lead Volume While Treats Show Strongest Value Growth

Humanisation, Sustainability and Pet Tech Reshape Consumer Expectations and Supply

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Big Players Drive Concentrated Growth through Innovation and Private Label Shifts

Strategic Acquisitions and Direct-To-Consumer Innovation Reshape Supply and Demand Dynamics

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

E-Commerce Growth Reshapes Dog Food Purchasing Preferences among French Consumers

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Nestor Bio Targets Small Breeds with Organic Croquettes

Chart 11 - Tailored Launch by Nestor Bio of Organic Small Breed Croquettes

Ultra Premium Direct's D2c Growth Disrupts Traditional Retail

Chart 12 - Ultra Premium Direct's Extra-Functionality Launch Leverages Health Trend

ECONOMIC CONTEXT

Chart 13 - Economic Context for Dog Food

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Dog Food

Chart 17 - Population 2021-2031

Chart 18 - Consumer Expenditure 2021-2031

Chart 19 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

Premiumisation and Health Drive Value Growth Amid Volume Declines

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Premiumisation and Health Drive Value Growth Amid Volume Declines

Chart 21 - Ultra Premium Direct Launch of New Premium Nature Range

Dog Food Leads Volume While Pet Healthcare Fuels Value Expansion

Premium Launches and Health-Focused Products Reshape Consumer Choices

Chart 22 - Value Sales 2021-2031

Chart 23 - Volume Sales 2021-2031

Chart 24 - Value Sales by Category 2026

Chart 25 - Pet Populations 2021-2026

WHAT'S NEXT?

French Pet Owners to Drive Premium Growth Amid Volume Declines

Dog Food to Remain Largest Category While Sustainability Fuels Faster Growth in Alternatives

Manufacturers to Leverage Ai and Subscriptions to Personalise and Automate Buying

Chart 26 - Forecast Value Sales 2021-2031

Chart 27 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Players Maintain Stable Lead through Capacity Expansion and Sustainability Efforts

Niche Brands Expand Retail Presence as Fresh and Sustainable Brands Gain Traction

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

French Consumers Shift to E-Commerce for Pet Care

Maxi Zoo Leads Pet Superstore Expansion to Capture Urban Pet Owners

Chart 30 - Retail Channels 2021-2026

PRODUCTS

Premiumisation and Multifunctionality Reshape Consumer Expectations

Chart 31 - Updated Virbac Veterinary Hpm Range Offers Dental and Joint Preventative Care

Virbac and Franklin's Lead Innovation with Health and Wellness Launches

Chart 32 - Franklin Gummies Combine Well-Being and Enjoyment

ECONOMIC CONTEXT

Chart 33 - Economic Context for Pet Care

Chart 34 - Real Gdp Growth 2021-2031

Chart 35 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 36 - Consumer Context for Pet Care

Chart 37 - Population 2021-2031

Chart 38 - Consumer Expenditure 2021-2031

Chart 39 - Population by Generation 2026

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/dog-food-in-france/report.