

Other Pet Food in Germany

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining interest in aquariums depresses volume growth of fish food

Birds remain niche pet option despite upturn during pandemic

Small mammal population stagnates but ownership remains an option where dogs and cats are too expensive

PROSPECTS AND OPPORTUNITIES

Addressing niche consumers likely to be strategy for players to grow

Enriched options will drive growth of food targeting fish, small mammals and birds

Population development will dictate the future of the category

CATEGORY INDICATORS

Table 1 - Other Pet Population 2018-2023

CATEGORY DATA

Table 2 - Sales of Other Pet Food by Category: Volume 2018-2023

Table 3 - Sales of Other Pet Food by Category: Value 2018-2023

Table 4 - Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 5 - Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 6 - LBN Brand Shares of Bird Food: % Value 2019-2022

Table 7 - LBN Brand Shares of Fish Food: % Value 2019-2022

Table 8 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022

Table 9 - Distribution of Other Pet Food by Format: % Value 2018-2023

Table 10 - Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 11 - Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 12 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 13 - Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

Pet Care in Germany - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 14 - Pet Populations 2018-2023

MARKET DATA

Table 15 - Sales of Pet Food by Category: Volume 2018-2023

Table 16 - Sales of Pet Care by Category: Value 2018-2023

Table 17 - Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 18 - Sales of Pet Care by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Pet Food: % Value 2018-2022

Table 20 - LBN Brand Shares of Pet Food: % Value 2019-2022

Table 21 - NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 22 - LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 23 - Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 24 - Distribution of Pet Care by Format: % Value 2018-2023

Table 25 - Distribution of Pet Care by Format and Category: % Value 2023

Table 26 - Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 27 - Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 28 - Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 29 - Forecast Sales of Pet Care by Category: Value 2023-2028

Table 30 - Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 31 - Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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-germany/report.