

Dog Food in Western Europe

December 2021

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Positive growth expected for dog food in Western Europe

Germany adds the most new value sales over 2016-2021

Dry dog food continues to lead overall regional value sales

Premium dry dog food enjoys a strong 2016-2021

Growth spike seen during the pandemic in Western Europe

E-commerce continues to make some gains...

...but store-based retailing continues to dominate dog food sales

LEADING COMPANIES AND BRANDS

Competitive landscape becoming more concentrated in the UK

Multinational players continue to lead in Western European dog food

Multinationals enjoy a wide presence across the region

Pedigree continues to lead Western European dog food

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Premium wet and dry food and treats and mixers to drive growth

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Austria: Competitive and Retail Landscape

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