

Dog Food in Russia

April 2021

Table of Contents

Dog Food in Russia - Category analysis

KEY DATA FINDINGS

2021 IMPACT

Solid growth as more prepared food is fed, with polarisation seen

Dog treats performs well, but dry dog food is most popular

Move towards local products and changes in distribution

RECOVERY AND OPPORTUNITIES

Solid growth expected, with premium segment set to drive growth from a low base

Opportunities for growth in private label

Marketplaces likely to drive growth in e-commerce moving forward

CATEGORY INDICATORS

Table 1 - Dog Owning Households: % Analysis 2016-2021

Table 2 - Dog Population 2016-2021

Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2016-2021

CATEGORY DATA

Summary 1 - Dog Food by Price Band 2021

Table 4 - Sales of Dog Food by Category: Volume 2016-2021

Table 5 - Sales of Dog Food by Category: Value 2016-2021

Table 6 - Sales of Dog Food by Category: % Volume Growth 2016-2021

Table 7 - Sales of Dog Food by Category: % Value Growth 2016-2021

Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2016-2021

Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2016-2021

Table 10 - NBO Company Shares of Dog Food: % Value 2016-2020

Table 11 - LBN Brand Shares of Dog Food: % Value 2017-2020

Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2017-2020

Table 13 - Distribution of Dog Food by Format: % Value 2016-2021

Table 14 - Forecast Sales of Dog Food by Category: Volume 2021-2026

Table 15 - Forecast Sales of Dog Food by Category: Value 2021-2026

Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2021-2026

Table 17 - Forecast Sales of Dog Food by Category: % Value Growth 2021-2026

Pet Care in Russia - Industry Overview

EXECUTIVE SUMMARY

COVID-19 impact on pet care

COVID-19 country impact

Company response

Retailing shift

What next for pet care?

MARKET INDICATORS

Table 18 - Pet Populations 2016-2021

MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2016-2021

Table 20 - Sales of Pet Care by Category: Value 2016-2021

Table 21 - Sales of Pet Food by Category: % Volume Growth 2016-2021

Table 22 - Sales of Pet Care by Category: % Value Growth 2016-2021

Table 23 - NBO Company Shares of Pet Food: % Value 2016-2020

Table 24 - LBN Brand Shares of Pet Food: % Value 2017-2020

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2016-2020

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2017-2020

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2016-2021

Table 28 - Distribution of Pet Care by Format: % Value 2016-2021

Table 29 - Distribution of Pet Care by Format and Category: % Value 2021

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2016-2021

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2021

Table 32 - Forecast Sales of Pet Food by Category: Volume 2021-2026

Table 33 - Forecast Sales of Pet Care by Category: Value 2021-2026

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2021-2026

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2021-2026

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 2 - 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/dog-food-in-russia/report.