

# Pet Care in the Czech Republic

June 2022

Table of Contents

## Pet Care in the Czech Republic

### EXECUTIVE SUMMARY

Pet care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for pet care?

### MARKET INDICATORS

Table 1 - Pet Populations 2017-2022

### MARKET DATA

Table 2 - Sales of Pet Food by Category: Volume 2017-2022

Table 3 - Sales of Pet Care by Category: Value 2017-2022

Table 4 - Sales of Pet Food by Category: % Volume Growth 2017-2022

Table 5 - Sales of Pet Care by Category: % Value Growth 2017-2022

Table 6 - NBO Company Shares of Pet Food: % Value 2017-2021

Table 7 - LBN Brand Shares of Pet Food: % Value 2018-2021

Table 8 - NBO Company Shares of Dog and Cat Food: % Value 2017-2021

Table 9 - LBN Brand Shares of Dog and Cat Food: % Value 2018-2021

Table 10 - Penetration of Private Label in Pet Care by Category: % Value 2017-2022

Table 11 - Distribution of Pet Care by Format: % Value 2017-2022

Table 12 - Distribution of Pet Care by Format and Category: % Value 2022

Table 13 - Distribution of Dog and Cat Food by Format: % Value 2017-2022

Table 14 - Distribution of Dog and Cat Food by Format and Category: % Value 2022

Table 15 - Forecast Sales of Pet Food by Category: Volume 2022-2027

Table 16 - Forecast Sales of Pet Care by Category: Value 2022-2027

Table 17 - Forecast Sales of Pet Food by Category: % Volume Growth 2022-2027

Table 18 - Forecast Sales of Pet Care by Category: % Value Growth 2022-2027

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Cat Food in the Czech Republic

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Demand for cat treats stimulated by home seclusion and wide offering of healthy, functional products

Shift from wet cat food to dry cat food continues as single-portion pouches gain traction

Another strong performance expected for Vitakraft thanks to increasing visibility and regular innovations

#### PROSPECTS AND OPPORTUNITIES

Health and wellness in cat food drives an increase in specialised products

Premiumisation trend could decelerate as economic uncertainties rise

Sustainability emerges as a key theme in cat food as brands upgrade their packaging

### CATEGORY INDICATORS

Table 19 - Cat Owning Households: % Analysis 2017-2022

Table 20 - Cat Population 2017-2022

Table 21 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2017-2022

## CATEGORY DATA

Summary 2 - Cat Food by Price Band 2022

Table 22 - Sales of Cat Food by Category: Volume 2017-2022

Table 23 - Sales of Cat Food by Category: Value 2017-2022

Table 24 - Sales of Cat Food by Category: % Volume Growth 2017-2022

Table 25 - Sales of Cat Food by Category: % Value Growth 2017-2022

Table 26 - Sales of Dry Cat Food by Life-Cycle: % Value 2017-2022

Table 27 - Sales of Wet Cat Food by Life-Cycle: % Value 2017-2022

Table 28 - NBO Company Shares of Cat Food: % Value 2017-2021

Table 29 - LBN Brand Shares of Cat Food: % Value 2018-2021

Table 30 - LBN Brand Shares of Cat Treats and Mixers: % Value 2018-2021

Table 31 - Distribution of Cat Food by Format: % Value 2017-2022

Table 32 - Forecast Sales of Cat Food by Category: Volume 2022-2027

Table 33 - Forecast Sales of Cat Food by Category: Value 2022-2027

Table 34 - Forecast Sales of Cat Food by Category: % Volume Growth 2022-2027

Table 35 - Forecast Sales of Cat Food by Category: % Value Growth 2022-2027

## Dog Food in the Czech Republic

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Shift from branded to mid-priced private label products continues creating a more dynamic performance for mid-priced than economy and premium

Dog treats and mixers maintains positive potential thanks to demand for healthy and functional products

Humanisation and natural food trends continue in 2022 as human health and wellness trends influence dog food

#### PROSPECTS AND OPPORTUNITIES

Growth to stabilise as life returns to normal in the Czech Republic

Dry dog food leads the category, but premium wet dog food continues to gain interest

Sustainability to become a key theme as companies revamp their packaging

#### CATEGORY INDICATORS

Table 36 - Dog Owning Households: % Analysis 2017-2022

Table 37 - Dog Population 2017-2022

Table 38 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2017-2022

## CATEGORY DATA

Summary 3 - Dog Food by Price Band 2022

Table 39 - Sales of Dog Food by Category: Volume 2017-2022

Table 40 - Sales of Dog Food by Category: Value 2017-2022

Table 41 - Sales of Dog Food by Category: % Volume Growth 2017-2022

Table 42 - Sales of Dog Food by Category: % Value Growth 2017-2022

Table 43 - Sales of Dry Dog Food by Life-Cycle: % Value 2017-2022

Table 44 - Sales of Wet Dog Food by Life-Cycle: % Value 2017-2022

Table 45 - NBO Company Shares of Dog Food: % Value 2017-2021

Table 46 - LBN Brand Shares of Dog Food: % Value 2018-2021

Table 47 - LBN Brand Shares of Dog Treats and Mixers: % Value 2018-2021

Table 48 - Distribution of Dog Food by Format: % Value 2017-2022

Table 49 - Forecast Sales of Dog Food by Category: Volume 2022-2027

Table 50 - Forecast Sales of Dog Food by Category: Value 2022-2027

Table 51 - Forecast Sales of Dog Food by Category: % Volume Growth 2022-2027

Table 52 - Forecast Sales of Dog Food by Category: % Value Growth 2022-2027

## Other Pet Food in the Czech Republic

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Small mammal food sees decelerating growth after the boom in pet ownership during the pandemic years  
Stagnating sales in fish food and bird food as consumers show limited interest in keeping these animals as pets  
Premiumisation continues to make its mark in other pet food

#### PROSPECTS AND OPPORTUNITIES

Decreasing prospects for other pet food as consumers increasingly choose cats and dogs for their companionship  
Private label looks set to emerge more strongly in other pet food  
Packaging and packaging size to influence purchases in the coming years

#### CATEGORY INDICATORS

Table 53 - Other Pet Population 2017-2022

#### CATEGORY DATA

Table 54 - Sales of Other Pet Food by Category: Volume 2017-2022

Table 55 - Sales of Other Pet Food by Category: Value 2017-2022

Table 56 - Sales of Other Pet Food by Category: % Volume Growth 2017-2022

Table 57 - Sales of Other Pet Food by Category: % Value Growth 2017-2022

Table 58 - LBN Brand Shares of Bird Food: % Value 2018-2021

Table 59 - LBN Brand Shares of Fish Food: % Value 2018-2021

Table 60 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2018-2021

Table 61 - Distribution of Other Pet Food by Format: % Value 2017-2022

Table 62 - Forecast Sales of Other Pet Food by Category: Volume 2022-2027

Table 63 - Forecast Sales of Other Pet Food by Category: Value 2022-2027

Table 64 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2022-2027

Table 65 - Forecast Sales of Other Pet Food by Category: % Value Growth 2022-2027

## Pet Products in the Czech Republic

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Pet healthcare continues to grow as consumers pay more attention to health and wellness  
Cat litter continues to grow thanks to a surge in cat ownership during lockdown  
Consumers continue to pamper their pets thanks to rising perception of them as family members

#### PROSPECTS AND OPPORTUNITIES

New pet healthcare products set to emerge as pet wellness trends gain ground  
Weakening purchasing power is set to support private label brands  
Smaller brands are expected to emerge in store-based retailing, spurred by e-commerce sales

#### CATEGORY DATA

Table 66 - Sales of Pet Products by Category: Value 2017-2022

Table 67 - Sales of Pet Products by Category: % Value Growth 2017-2022

Table 68 - Sales of Pet Healthcare by Type: % Value 2017-2022

Table 69 - Sales of Other Pet Products by Type: % Value 2017-2022

Table 70 - NBO Company Shares of Pet Products: % Value 2017-2021

Table 71 - LBN Brand Shares of Pet Products: % Value 2018-2021

Table 72 - Distribution of Pet Products by Format: % Value 2017-2022

Table 73 - Forecast Sales of Pet Products by Category: Value 2022-2027

## 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/pet-care-in-the-czech-republic/report](http://www.euromonitor.com/pet-care-in-the-czech-republic/report).