

# Other Pet Food in New Zealand

<https://marketpublishers.com/r/ODF3CEB6674EN.html>

Date: May 2023

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: ODF3CEB6674EN

## Abstracts

Small mammal/reptile food recorded solid current value growth toward the end of the review period, with the pandemic having boosted the other pet population and ownership. This resulted in an increasing demand for associated food and products. Small mammal food is still set to thrive in 2023 with consumers' need for companionship and an increasing preference for rabbits and guinea pigs. Growth is being driven by the premiumisation trend and the increasing urbanisation of New Zealand's population...

Euromonitor International's Other Pet Food in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Bird Food, Fish Food, Small Mammal/Reptile Food.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Other Pet Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### OTHER PET FOOD IN NEW ZEALAND

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Small mammal/reptile population continues to grow in 2023, supporting further demand for other pet food

Supermarkets increase investment in pet food

Pet humanisation trend leads to reliable demand for healthy dietary products

#### PROSPECTS AND OPPORTUNITIES

Small mammal and reptile populations will see continued growth

Speciality pet stores expected to grow amidst decline in supermarket channel

Importance of e-commerce and veterinary clinics in the sales of other pet food

#### 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 NEW ZEALAND

#### 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

## I would like to order

Product name: Other Pet Food in New Zealand

Product link: <https://marketpublishers.com/r/ODF3CEB6674EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ODF3CEB6674EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970