

Pet Care in Germany

<https://marketpublishers.com/r/PA4CCAFC895EN.html>

Date: November 2023

Pages: 55

Price: US\$ 2,100.00 (Single User License)

ID: PA4CCAFC895EN

Abstracts

2023 is an interesting year in terms of developments in the German pet care industry. The pandemic years meant growth for pet care since owners were spending greater time at home with their pets, increasing their desire to treat them, while also enjoying larger disposable incomes as they were unable to travel or spend on other leisure options such as foodservice. This offered optimism to industry players, which focused on premiumisation and humanisation trends, appealing to consumers who were wi...

Euromonitor International's Pet Care in Germany 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: Pet Food, Pet Products.

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

Why buy this report?

Get a detailed picture of the Pet Care 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

Pet Care in Germany
Euromonitor International
November 2023

LIST OF CONTENTS AND TABLES

PET CARE IN GERMANY
EXECUTIVE SUMMARY
Pet care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for pet care?

MARKET INDICATORS

Table 1 Pet Populations 2018-2023

MARKET DATA

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

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

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

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

Table 6 NBO Company Shares of Pet Food: % Value 2018-2022

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

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 10 Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 11 Distribution of Pet Care by Format: % Value 2018-2023

Table 12 Distribution of Pet Care by Format and Category: % Value 2023

Table 13 Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 14 Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 15 Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 16 Forecast Sales of Pet Care by Category: Value 2023-2028

Table 17 Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 18 Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

DOG FOOD IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dynamics between price segments change due to inflation

Private label dog food benefits from inflationary pressures

Raw food and frozen meat gains relevance across retailers

PROSPECTS AND OPPORTUNITIES

Dog food subscription services expected to attract more consumers in the future

Alternative protein sources such as plant-based or insect-derived set to further grow

Innovation in snacks will continue to develop to offer variety

CATEGORY INDICATORS

Table 19 Dog Owning Households: % Analysis 2018-2023

Table 20 Dog Population 2018-2023

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 2 Dog Food by Price Band 2023

Table 22 Sales of Dog Food by Category: Volume 2018-2023

Table 23 Sales of Dog Food by Category: Value 2018-2023

Table 24 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 25 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 26 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 28 NBO Company Shares of Dog Food: % Value 2018-2022

Table 29 LBN Brand Shares of Dog Food: % Value 2019-2022

Table 30 LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 31 Distribution of Dog Food by Format: % Value 2018-2023

Table 32 Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 33 Forecast Sales of Dog Food by Category: Value 2023-2028

Table 34 Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 35 Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

CAT FOOD IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation and increasing cost of raw materials drive up price of cat food
Premiumisation drops due to consumers budgeting and choosing cheaper options
Wet food continues to outperform dry food across price segments

PROSPECTS AND OPPORTUNITIES

Enriched cat food will continue to develop due to owners prioritising their cats' health
Cat treats and mixers to develop further over the forecast period
Sustainability will remain relevant for several aspects of the industry

CATEGORY INDICATORS

Table 36 Cat Owning Households: % Analysis 2018-2023
Table 37 Cat Population 2018-2023
Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 3 Cat Food by Price Band 2023
Table 39 Sales of Cat Food by Category: Volume 2018-2023
Table 40 Sales of Cat Food by Category: Value 2018-2023
Table 41 Sales of Cat Food by Category: % Volume Growth 2018-2023
Table 42 Sales of Cat Food by Category: % Value Growth 2018-2023
Table 43 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023
Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023
Table 45 NBO Company Shares of Cat Food: % Value 2018-2022
Table 46 LBN Brand Shares of Cat Food: % Value 2019-2022
Table 47 LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022
Table 48 Distribution of Cat Food by Format: % Value 2018-2023
Table 49 Forecast Sales of Cat Food by Category: Volume 2023-2028
Table 50 Forecast Sales of Cat Food by Category: Value 2023-2028
Table 51 Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028
Table 52 Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

OTHER PET FOOD IN GERMANY

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 53 Other Pet Population 2018-2023

CATEGORY DATA

Table 54 Sales of Other Pet Food by Category: Volume 2018-2023

Table 55 Sales of Other Pet Food by Category: Value 2018-2023

Table 56 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 57 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 58 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 59 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022

Table 61 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 62 Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 63 Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 64 Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 65 Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

PET PRODUCTS IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Technology and connectivity remain major trend for pet products

Subdued growth for non-essential pet dietary supplements as pet owners look to control their budgets

Consumers tend to choose more affordable options via e-commerce

PROSPECTS AND OPPORTUNITIES

Product development will resume only after price sensitivity wanes

Personalisation to play larger role across pet products

Sustainability to be increasingly taken into account by both consumers and players

CATEGORY DATA

Table 66 Sales of Pet Products by Category: Value 2018-2023

Table 67 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 68 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 69 Sales of Other Pet Products by Type: % Value 2018-2023

Table 70 NBO Company Shares of Pet Products: % Value 2018-2022

Table 71 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 72 Distribution of Pet Products by Format: % Value 2018-2023

Table 73 Forecast Sales of Pet Products by Category: Value 2023-2028

Table 74 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

I would like to order

Product name: Pet Care in Germany

Product link: <https://marketpublishers.com/r/PA4CCAFC895EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PA4CCAFC895EN.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