

# Pet Care in the Netherlands

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## Abstracts

During 2023, significant downtrading was seen in the pet care market in the Netherlands. Thanks to rising inflation in the country, many pet owners were struggling to afford to keep their pets, with some having to give them up. Despite this, many wealthier households continued to take on pets, which helped the pet population to grow. It is popular in the Netherlands to have pets with this popularity rising further since the onset of the pandemic and increased working from home. There was also gr...

Euromonitor International's Pet Care in Netherlands 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.

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### DOG FOOD IN THE NETHERLANDS

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive but slowing growth for dog food in 2023 due to the rising cost of living

Healthier and more sustainable choices characterise the category boosted by the pet humanisation trend

Kiezebrink pushes raw food trend in dog food while Vitakraft launches veggie snacks

## PROSPECTS AND OPPORTUNITIES

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Cat population continues to grow though growth slows putting downward pressure on cat food volume sales

### PROSPECTS AND OPPORTUNITIES

Rising cost of living and ongoing energy crisis provide a boost for private label over the forecast period

Demand for economy and mid-priced brands and convenience drive sales via retail e-commerce and supermarkets

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##### PROSPECTS AND OPPORTUNITIES

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##### PROSPECTS AND OPPORTUNITIES

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