

# Pet Food Market in Germany 2022

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## Abstracts

Pet food is animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog, cat, as well as bird food or fish. According to StrategyHelix, the pet food market in Germany is expected to increase by US\$ 1.7 billion during 2022-2028, expanding at a CAGR of 4.7% during the forecast period. Pets provide well-being benefits for people because humans imbue these animals with socially-supportive attributes, that in turn, psychologically translate into experiencing social support from them. Nowadays, the majority of dog and cat owners report that their pet is a family member just like anyone else. The humanization of pets is the main driver for the pet food market. With this increase in humanization, pets are being treated with more care and hygiene, which has increased consumer demand for high-quality pet food products.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for pet food. The Germany pet food market is segmented on the basis of product, pricing, and retail channel. Based on product, the pet food market in Germany is categorized into cat food, dog food, others. On the basis of pricing, the pet food market in Germany has been segmented into economy pet food, premium pet food. The economy pet food segment held the largest share of the Germany pet food market in 2021 and is anticipated to hold its share during the forecast period. By retail channel, the pet food market in Germany has been segmented into e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others.

The dog food market is further segmented into dry dog food, mixers & treats, and wet dog food. According to the research, the dry dog food segment had the largest share in the pet food market in Germany. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. StrategyHelix research indicates that the dry cat food segment occupied the largest share of this market in

2021 and is expected to draw the highest demand in coming years. The other pet food market is further divided into bird food, fish food, and others.

The Germany pet food market is highly competitive. Key companies profiled in the report include Mars Incorporated, Nestle S.A., Vitakraft pet care GmbH & Co. KG, heristo AG, Spectrum Brands Holdings Inc., Colgate-Palmolive Company, BEWITAL petfood GmbH & Co. KG, Finnern GmbH & Co. KG. Competitive landscape gives a description of the competitive nature of the pet food market in Germany and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

#### Report Scope

Product: cat food, dog food, others

Pricing: economy pet food, premium pet food

Retail channel: e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Mars Incorporated, Nestle S.A., Vitakraft pet care GmbH & Co. KG, heristo AG, Spectrum Brands Holdings Inc., Colgate-Palmolive Company, BEWITAL petfood GmbH & Co. KG, Finnern GmbH & Co. KG

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Germany pet food market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Supermarkets and hypermarkets  
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Others

### **PART 6. KEY COMPANIES**

Mars, Incorporated  
Nestle S.A.  
Vitakraft pet care GmbH & Co. KG  
heristo AG  
Spectrum Brands Holdings, Inc.  
Colgate-Palmolive Company  
BEWITAL petfood GmbH & Co. KG

Finnern GmbH & Co. KG  
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