



# Dog Food in Ireland

April 2024

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## Dog Food in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Financial constraints limit dog ownership and retail volume growth potential

Private label performs strongly as dog owners seek cost-effective options

Premiumisation and financial concerns lead to polarisation

#### PROSPECTS AND OPPORTUNITIES

Economic constraints are set to ease, but the popularity of private label is expected to persist in the short term

Sustainability a focus with insect-based food set to gain traction

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