



Euromonitor  
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# Dog Food in Ireland

May 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Retail volume sales little better than static, but premiumisation drives growth in retail current value sales

Mars Foods Ireland Ltd remains on top

E-commerce remains the leading distribution channel

### PROSPECTS AND OPPORTUNITIES

Pet Humanisation and a rebounding canine population will drive growth

E-commerce will go from strength to strength

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