

Other Pet Food in Ireland

May 2025

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Other Pet Food in Ireland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising small mammal population underpins robust growth in retail current value sales Supreme Foods Ltd continues to lead E-commerce continues to gain ground

PROSPECTS AND OPPORTUNITIES

Small mammal population to lead to category growth E-commerce will continue to cannibalise pet shops and superstores New product development will focus on health and wellness

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