



Euromonitor  
International

# Pet Products in France

May 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

The pet humanisation trend drives positive value growth for pet products  
Vitakraft retains its lead through a wide range of goods available on and offline  
Pet shops and superstores lead sales due to a wide variety of goods and personalised advice

PROSPECTS AND OPPORTUNITIES

Pet healthcare is expected to drive growth as the humanisation trend rises  
An omnichannel approach will be key as consumers appreciate both convenience and personalised advice  
Innovation is set to focus on technological solutions and sustainable attributes

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