

Dog Food in Belgium

May 2025

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2025 DEVELOPMENTS

Current value growth driven by premiumisation as humanisation trend continues apace Mars remains category leader with a robust product portfolio Supermarkets loses some share to e-commerce in 2025

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Growth predicted for dog food, driven by increasing dog population and premiumisation Specialist online retailers will become increasingly popular in the coming years Functional dog foods and treats set to emerge as key growth drivers

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