



Other Pet Food in Belgium

April 2024

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Other Pet Food in Belgium - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Falling populations of reptiles, birds and fish dampen value sales growth in 2024

Inflation drives prices up as does the pet humanisation trend

Sales of live animals banned in the town of Liege indicating a change in animal welfare approach in Belgium

PROSPECTS AND OPPORTUNITIES

Expansion of pet shops and superstores boosts availability and product range of other pet food over the forecast period

While exerting less influence than in dog and cat food, humanisation and premiumisation trends are also present in other pet food, especially small mammal/reptile food

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