

# Other Pet Food in Belgium

May 2025

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## Other Pet Food in Belgium - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Other pet food growth driven by volume demand and pet population increase

Vitakraft leads sales, but private label benefits from ongoing price consciousness

Supermarkets lead, but veterinary clinics gain ground as consumer awareness grows

## PROSPECTS AND OPPORTUNITIES

Growth will be driven by increased demand for small mammal/reptile food Online sales of other pet food expected to increase in the coming years Innovation set to continue apace as players vie for share

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