



Euromonitor  
International

# Pet Products in Switzerland

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Sales of pet products supported by pet humanisation trends

Private label brands fare well in pet products, while trusted brands are chosen for pet healthcare

Pet shops and superstars maintain the largest distribution share, with e-commerce on the rise

### PROSPECTS AND OPPORTUNITIES

Stable value growth expected for pet products, thanks to essential products and pet humanisation trend

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