



Dog Food in Switzerland

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Dog food achieves positive sales thanks to rising trend for ready-prepared food and treats

Mars maintains its leading place thanks to large selection of products and strong brand image

Supermarkets maintains its leading distribution share, thanks to offering convenience and a wide range of products

PROSPECTS AND OPPORTUNITIES

Sales expected to maintain a positive trajectory, driven by ongoing trends

Retail e-commerce will continue to grow over the forecast period

Innovations will remain focussed on the most in-demand areas of development

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