



Dog Food in Germany

June 2024

Table of Contents

Dog Food in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Polarisation of price segments shapes dog food in Germany
Growth of therapeutic dog food shows consumers' interest in their pets' health
Dog treats shows signs of slowdown

PROSPECTS AND OPPORTUNITIES

Slowing growth in Germany's dog population set to impact dog food in various ways
Pet humanisation to gain further traction in coming years
Online sales expected to continue growing at a slower pace

CATEGORY INDICATORS

Table 1 - Dog Owning Households: % Analysis 2019-2024
Table 2 - Dog Population 2019-2024
Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 1 - Dog Food by Price Band 2024
Table 4 - Sales of Dog Food by Category: Volume 2019-2024
Table 5 - Sales of Dog Food by Category: Value 2019-2024
Table 6 - Sales of Dog Food by Category: % Volume Growth 2019-2024
Table 7 - Sales of Dog Food by Category: % Value Growth 2019-2024
Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024
Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024
Table 10 - NBO Company Shares of Dog Food: % Value 2019-2023
Table 11 - LBN Brand Shares of Dog Food: % Value 2020-2023
Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023
Table 13 - Distribution of Dog Food by Format: % Value 2019-2024
Table 14 - Forecast Sales of Dog Food by Category: Volume 2024-2029
Table 15 - Forecast Sales of Dog Food by Category: Value 2024-2029
Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029
Table 17 - Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

Pet Care in Germany - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for pet care?

MARKET INDICATORS

Table 18 - Pet Populations 2019-2024

MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2019-2024
Table 20 - Sales of Pet Care by Category: Value 2019-2024
Table 21 - Sales of Pet Food by Category: % Volume Growth 2019-2024
Table 22 - Sales of Pet Care by Category: % Value Growth 2019-2024
Table 23 - NBO Company Shares of Pet Food: % Value 2019-2023

Table 24 - LBN Brand Shares of Pet Food: % Value 2020-2023

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 28 - Distribution of Pet Care by Format: % Value 2019-2024

Table 29 - Distribution of Pet Care by Format and Category: % Value 2024

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 32 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 33 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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