



**Euromonitor
International**

Other Pet Food in Poland

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Small mammals continue to be main contributors of growth in other pet food
Vitakraft maintains its overall lead, thanks to strength of its portofolio and poppularity of namesake brand in small mammal/reptile food
E-commerce remains strong for other pet food

PROSPECTS AND OPPORTUNITIES

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