



Euromonitor
International

Dog Food in Poland

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive sales for dog food, supported by large dog population and the appeal of economy dry dog food

Mars holds onto its top place as private labels are on the rise

E-commerce maintains its leading distribution share, while discounters also rise

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Premiumisation/personalisation, humanisation, and sustainability set to be rising trends

Ever-expanding e-commerce channel set to maintain its strength and grow in share

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