



# Other Pet Food in New Zealand

June 2024

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## Other Pet Food in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Other pet food receives a boost thanks to ongoing urbanisation in New Zealand  
Pet humanisation promotes nutritional awareness amongst other pet food owners  
Discerning pet owners seek advice from veterinary clinics and pet shops and superstores

#### PROSPECTS AND OPPORTUNITIES

Optimistic outlook for other pet food in New Zealand  
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