

# Other Pet Food in New Zealand

May 2025

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## Other Pet Food in New Zealand - Category analysis

## **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

Growth remains subdued amid niche market limitations Masterpet retains leadership, supported by Vitapet's strong supermarket presence Supermarkets dominate distribution, driven by convenience and affordability

## PROSPECTS AND OPPORTUNITIES

Small mammals present modest growth opportunities E-commerce growth remains steady but constrained Innovation remains modest but aligns with broader pet industry trends

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