

# Pet Care in the Czech Republic

May 2025

**Table of Contents** 

# Pet Care in the Czech Republic

#### **EXECUTIVE SUMMARY**

Pet care in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for pet care?

#### MARKET INDICATORS

Table 1 - Pet Populations 2020-2025

#### MARKET DATA

- Table 2 Sales of Pet Food by Category: Volume 2020-2025
- Table 3 Sales of Pet Care by Category: Value 2020-2025
- Table 4 Sales of Pet Food by Category: % Volume Growth 2020-2025
- Table 5 Sales of Pet Care by Category: % Value Growth 2020-2025
- Table 6 NBO Company Shares of Pet Food: % Value 2020-2024
- Table 7 LBN Brand Shares of Pet Food: % Value 2021-2024
- Table 8 NBO Company Shares of Dog and Cat Food: % Value 2020-2024
- Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2021-2024
- Table 10 Penetration of Private Label in Pet Care by Category: % Value 2020-2025
- Table 11 Distribution of Pet Care by Format: % Value 2020-2025
- Table 12 Distribution of Pet Care by Format and Category: % Value 2025
- Table 13 Distribution of Dog and Cat Food by Format: % Value 2020-2025
- Table 14 Distribution of Dog and Cat Food by Format and Category: % Value 2025
- Table 15 Forecast Sales of Pet Food by Category: Volume 2025-2030
- Table 16 Forecast Sales of Pet Care by Category: Value 2025-2030
- Table 17 Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030
- Table 18 Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

# DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

# Cat Food in the Czech Republic

#### **KEY DATA FINDINGS**

# 2025 DEVELOPMENTS

Cat food reports healthy growth

Nestlé Cesko consolidates its lead in cat food

Pet specialist retailers are core channel

# PROSPECTS AND OPPORTUNITIES

Moderate growth in cat food fuelled by urban lifestyles

Bulk buying and competitive deals to draw more consumers online

Innovative products tap into pet health and sustainability

Summary 2 - Cat Food by Price Band 2025

#### CATEGORY INDICATORS

Table 19 - Cat Owning Households: % Analysis 2020-2025

Table 20 - Cat Population 2020-2025

Table 21 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2020-2025

#### **CATEGORY DATA**

- Table 22 Sales of Cat Food by Category: Volume 2020-2025
- Table 23 Sales of Cat Food by Category: Value 2020-2025
- Table 24 Sales of Cat Food by Category: % Volume Growth 2020-2025
- Table 25 Sales of Cat Food by Category: % Value Growth 2020-2025
- Table 26 Sales of Dry Cat Food by Life-Cycle: % Value 2020-2025
- Table 27 Sales of Wet Cat Food by Life-Cycle: % Value 2020-2025
- Table 28 NBO Company Shares of Cat Food: % Value 2020-2024
- Table 29 LBN Brand Shares of Cat Food: % Value 2021-2024
- Table 30 LBN Brand Shares of Cat Treats and Mixers: % Value 2021-2024
- Table 31 Distribution of Cat Food by Format: % Value 2020-2025
- Table 32 Forecast Sales of Cat Food by Category: Volume 2025-2030
- Table 33 Forecast Sales of Cat Food by Category: Value 2025-2030
- Table 34 Forecast Sales of Cat Food by Category: % Volume Growth 2025-2030
- Table 35 Forecast Sales of Cat Food by Category: % Value Growth 2025-2030

# Dog Food in the Czech Republic

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Dog food faces challenges as owners economise

Highly competitive landscape in dog food

Pet shops and superstores reinforce position as purchasing power improves

# PROSPECTS AND OPPORTUNITIES

Outlook is buoyant for dog food

Retail e-commerce is set to gain further ground

Premiumisation and sustainability to fuel innovation

Summary 3 - Dog Food by Price Band 2025

# **CATEGORY INDICATORS**

- Table 36 Dog Owning Households: % Analysis 2020-2025
- Table 37 Dog Population 2020-2025
- Table 38 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2020-2025

#### **CATEGORY DATA**

- Table 39 Sales of Dog Food by Category: Volume 2020-2025
- Table 40 Sales of Dog Food by Category: Value 2020-2025
- Table 41 Sales of Dog Food by Category: % Volume Growth 2020-2025
- Table 42 Sales of Dog Food by Category: % Value Growth 2020-2025
- Table 43 Sales of Dry Dog Food by Life-Cycle: % Value 2020-2025
- Table 44 Sales of Wet Dog Food by Life-Cycle: % Value 2020-2025
- Table 45 NBO Company Shares of Dog Food: % Value 2020-2024
- Table 46 LBN Brand Shares of Dog Food: % Value 2021-2024
- Table 47 LBN Brand Shares of Dog Treats and Mixers: % Value 2021-2024
- Table 48 Distribution of Dog Food by Format: % Value 2020-2025
- Table 49 Forecast Sales of Dog Food by Category: Volume 2025-2030
- Table 50 Forecast Sales of Dog Food by Category: Value 2025-2030
- Table 51 Forecast Sales of Dog Food by Category: % Volume Growth 2025-2030
- Table 52 Forecast Sales of Dog Food by Category: % Value Growth 2025-2030

# Other Pet Food in the Czech Republic

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Other pet food grows well in 2025

Vitakraft Chovex sro maintains its lead with a wide portfolio

Diverse product range pulls owners towards pet shops and superstores

# PROSPECTS AND OPPORTUNITIES

Rising pet ownership supports future growth

Scope to grow e-commerce sales in forecast period

Innovations focus on limited ingredients and sustainable features

#### **CATEGORY INDICATORS**

Table 53 - Other Pet Population 2020-2025

#### **CATEGORY DATA**

Table 54 - Sales of Other Pet Food by Category: Volume 2020-2025

Table 55 - Sales of Other Pet Food by Category: Value 2020-2025

Table 56 - Sales of Other Pet Food by Category: % Volume Growth 2020-2025

Table 57 - Sales of Other Pet Food by Category: % Value Growth 2020-2025

Table 58 - LBN Brand Shares of Bird Food: % Value 2021-2024

Table 59 - LBN Brand Shares of Fish Food: % Value 2021-2024

Table 60 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2021-2024

Table 61 - Distribution of Other Pet Food by Format: % Value 2020-2025

Table 62 - Forecast Sales of Other Pet Food by Category: Volume 2025-2030

Table 63 - Forecast Sales of Other Pet Food by Category: Value 2025-2030

Table 64 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2025-2030

Table 65 - Forecast Sales of Other Pet Food by Category: % Value Growth 2025-2030

# Pet Products in the Czech Republic

# KEY DATA FINDINGS

# 2025 DEVELOPMENTS

Concern for health and wellbeing drives demand for pet products

Trixie CZ maintains a solid position

Pet stores and superstores play a key role in distribution

# PROSPECTS AND OPPORTUNITIES

Pet healthcare to spearhead growth in pet products

Convenience will drive e-commerce sales

Pet healthcare to support mental health and wellbeing

# **CATEGORY DATA**

Table 66 - Sales of Pet Products by Category: Value 2020-2025

Table 67 - Sales of Pet Products by Category: % Value Growth 2020-2025

Table 68 - Sales of Pet Healthcare by Type: % Value 2020-2025

Table 69 - Sales of Other Pet Products by Type: % Value 2020-2025

Table 70 - NBO Company Shares of Pet Products: % Value 2020-2024

Table 71 - LBN Brand Shares of Pet Products: % Value 2021-2024

Table 72 - Distribution of Pet Products by Format: % Value 2020-2025

Table 73 - Forecast Sales of Pet Products by Category: Value 2025-2030

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/pet-care-in-the-czech-republic/report.