



Euromonitor
International

Dog Food in Austria

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation, health benefits and the rising dog population supports value growth
Vitakraft Pet Care records a strong performance offering health-focused dog treats
Pet shops and superstores lead distribution as consumers appreciate additional in-person services

PROSPECTS AND OPPORTUNITIES

A shift towards premium food with functional benefits is expected to support growth
Subscription services and delivery options will continue to support sales through retail e-commerce
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