



Other Pet Food in the Netherlands

April 2024

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Other Pet Food in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Pet population slowdown hinders retail volume growth

Witte Molen leverages a strong and dynamic offer to consolidate its leadership of bird food

Home improvement and gardening stores continues to develop and grow as a channel for other pet food

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Price increases are likely to exert downward pressure on demand

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