

# Other Pet Food in the Netherlands

May 2025

**Table of Contents** 

## Other Pet Food in the Netherlands - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Premiumisation helps to sustain current value growth as total volume sales shrink

Vitakraft continues to lead other pet food

Pet shops and superstores remains the leading distribution channel

#### PROSPECTS AND OPPORTUNITIES

Premiumisation trend set to remain strong in other pet food

E-commerce channel should continue to gain ground

New product development activity will be focused on functional health benefits

#### **CATEGORY INDICATORS**

Table 1 - Other Pet Population 2020-2025

### **CATEGORY DATA**

- Table 2 Sales of Other Pet Food by Category: Volume 2020-2025
- Table 3 Sales of Other Pet Food by Category: Value 2020-2025
- Table 4 Sales of Other Pet Food by Category: % Volume Growth 2020-2025
- Table 5 Sales of Other Pet Food by Category: % Value Growth 2020-2025
- Table 6 LBN Brand Shares of Bird Food: % Value 2021-2024
- Table 7 LBN Brand Shares of Fish Food: % Value 2021-2024
- Table 8 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2021-2024
- Table 9 Distribution of Other Pet Food by Format: % Value 2020-2025
- Table 10 Forecast Sales of Other Pet Food by Category: Volume 2025-2030
- Table 11 Forecast Sales of Other Pet Food by Category: Value 2025-2030
- Table 12 Forecast Sales of Other Pet Food by Category: % Volume Growth 2025-2030
- Table 13 Forecast Sales of Other Pet Food by Category: % Value Growth 2025-2030

## Pet Care in the Netherlands - Industry Overview

## **EXECUTIVE SUMMARY**

Pet care in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for pet care?

## MARKET INDICATORS

Table 14 - Pet Populations 2020-2025

## MARKET DATA

- Table 15 Sales of Pet Food by Category: Volume 2020-2025
- Table 16 Sales of Pet Care by Category: Value 2020-2025
- Table 17 Sales of Pet Food by Category: % Volume Growth 2020-2025
- Table 18 Sales of Pet Care by Category: % Value Growth 2020-2025
- Table 19 NBO Company Shares of Pet Food: % Value 2020-2024
- Table 20 LBN Brand Shares of Pet Food: % Value 2021-2024
- Table 21 NBO Company Shares of Dog and Cat Food: % Value 2020-2024
- Table 22 LBN Brand Shares of Dog and Cat Food: % Value 2021-2024
- Table 23 Penetration of Private Label in Pet Care by Category: % Value 2020-2025
- Table 24 Distribution of Pet Care by Format: % Value 2020-2025

- Table 25 Distribution of Pet Care by Format and Category: % Value 2025
- Table 26 Distribution of Dog and Cat Food by Format: % Value 2020-2025
- Table 27 Distribution of Dog and Cat Food by Format and Category: % Value 2025
- Table 28 Forecast Sales of Pet Food by Category: Volume 2025-2030
- Table 29 Forecast Sales of Pet Care by Category: Value 2025-2030
- Table 30 Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030
- Table 31 Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

## **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/other-pet-food-in-the-netherlands/report.