



Euromonitor
International

Dog Food in France

May 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Incorporating added health benefits is a key driver of growth for dog food and treats

Nestlé Purina PetCare France SAS retains its lead as Friskies and Fido improve its share

Retail e-commerce leads distribution while physical retailers continue to expand store locations

PROSPECTS AND OPPORTUNITIES

Premium dog food is set to drive growth as consumers become increasingly willing to invest in health benefits

Therapeutic dog food is set to thrive while human food trends inspire new recipes and products

Rising demand for sustainable sources of animal protein is expected to drive sales of insect-based products

Summary 1 - Dog Food by Price Band 2025

CATEGORY INDICATORS

Table 1 - Dog Owning Households: % Analysis 2020-2025

Table 2 - Dog Population 2020-2025

Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2020-2025

CATEGORY DATA

Table 4 - Sales of Dog Food by Category: Volume 2020-2025

Table 5 - Sales of Dog Food by Category: Value 2020-2025

Table 6 - Sales of Dog Food by Category: % Volume Growth 2020-2025

Table 7 - Sales of Dog Food by Category: % Value Growth 2020-2025

Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2020-2025

Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2020-2025

Table 10 - NBO Company Shares of Dog Food: % Value 2020-2024

Table 11 - LBN Brand Shares of Dog Food: % Value 2021-2024

Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2021-2024

Table 13 - Distribution of Dog Food by Format: % Value 2020-2025

Table 14 - Forecast Sales of Dog Food by Category: Volume 2025-2030

Table 15 - Forecast Sales of Dog Food by Category: Value 2025-2030

Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2025-2030

Table 17 - Forecast Sales of Dog Food by Category: % Value Growth 2025-2030

Pet Care in France - 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 18 - Pet Populations 2020-2025

MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2020-2025

Table 20 - Sales of Pet Care by Category: Value 2020-2025

Table 21 - Sales of Pet Food by Category: % Volume Growth 2020-2025

Table 22 - Sales of Pet Care by Category: % Value Growth 2020-2025

Table 23 - NBO Company Shares of Pet Food: % Value 2020-2024

Table 24 - LBN Brand Shares of Pet Food: % Value 2021-2024

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2020-2024

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2021-2024

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2020-2025

Table 28 - Distribution of Pet Care by Format: % Value 2020-2025

Table 29 - Distribution of Pet Care by Format and Category: % Value 2025

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2020-2025

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2025

Table 32 - Forecast Sales of Pet Food by Category: Volume 2025-2030

Table 33 - Forecast Sales of Pet Care by Category: Value 2025-2030

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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