

Other Pet Food in Germany

May 2025

Table of Contents

Other Pet Food in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, humanisation, and sustainability are reshaping other pet food in Germany Vitakraft strengthens lead, with trust, innovation and care in small pet nutrition Digital shift in other pet food's distribution landscape

PROSPECTS AND OPPORTUNITIES

Declining demand for bird food, but other pet food still offers growth opportunities E-commerce will continue to transform distribution of other pet food Personalised nutrition and eco trends drive pet food evolution

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 Germany - 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-germany/report.