



Dog Food in Ireland

April 2024

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Dog Food in Ireland - Category analysis

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2024 DEVELOPMENTS

Financial constraints limit dog ownership and retail volume growth potential

Private label performs strongly as dog owners seek cost-effective options

Premiumisation and financial concerns lead to polarisation

PROSPECTS AND OPPORTUNITIES

Economic constraints are set to ease, but the popularity of private label is expected to persist in the short term

Sustainability a focus with insect-based food set to gain traction

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