



Euromonitor
International

Dog Food in New Zealand

June 2024

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Dog Food in New Zealand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in premium dry dog food in 2024 reflects New Zealand's pet humanisation trend

Convenience and affordability trends combine with demand for high-quality nutrition

Pet shops and superstores will benefit from the ability to offer expert, trusted advice

PROSPECTS AND OPPORTUNITIES

Volume growth will remain weak, but there is potential for growth in senior dog food

Nutrition will remain a key focus for New Zealand pet owners over the forecast period

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