



Pet Products in Belgium

April 2024

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2024 DEVELOPMENTS

Inflationary growth in value sales in 2024 as consumers eschew this category for essentials such as pet food

Increase in cat population stimulates sales of cat litter

Stimulating dog accessories benefit from growing popularity as dogs struggle with being left home alone after the pandemic

PROSPECTS AND OPPORTUNITIES

Wider availability of pet insurance via Tom & Co

Growth in electronic accessories for dogs boosted by the entry of lower cost private label products

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