



# Other Pet Food in the Netherlands

April 2024

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## Other Pet Food in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Pet population slowdown hinders retail volume growth

Witte Molen leverages a strong and dynamic offer to consolidate its leadership of bird food

Home improvement and gardening stores continues to develop and grow as a channel for other pet food

#### PROSPECTS AND OPPORTUNITIES

Limited list of permitted animals as pets

Price increases are likely to exert downward pressure on demand

Retail e-commerce and chained retailers are well placed to prosper

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