



# Dog Food in France

April 2024

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sales of dog food in decline as the pet population drops and consumers look to reign in their spending

Pet shops and superstores continue to make inroads in dog food with an ever expanding network of outlets, products and services

Private label gains share despite strong brand loyalty in dog food

#### PROSPECTS AND OPPORTUNITIES

Dog food packaging set to be the focus of innovation

Focus on health and wellness likely to inform new product development in dog treats and mixers

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