Pet Care in Ireland

April 2024

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Cat Food in Ireland

Other Pet Food in Ireland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Small mammals are seen as more budget-friendly pets than dogs or cats

Small players leverage lower prices to exert pressure on the leading companies

Innovative strategies to lure consumers to specialist retailers

PROSPECTS AND OPPORTUNITIES

Cat and dog food concepts could shape innovation in other pet food

Affordability is set to continue to spur other pet ownership

More limited opportunities for private label in other pet food

CATEGORY INDICATORS

CATEGORY DATA

Pet Products in Ireland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures continue to hinder the demand for perceived discretionary “other” pet products

Innovative products emerge in pet healthcare

E-commerce continues to leverage competitive advantages to lead distribution

PROSPECTS AND OPPORTUNITIES

Emphasis on health and wellness to push the potential of pet healthcare

Increasing focus on sustainability in pet products

Innovation and technology enhancements are set to revolutionise pet products

CATEGORY DATA

Table 74 - Forecast Sales of Pet Products by Category: % Value Growth 2024-2029

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/pet-care-in-ireland/report.