



Dog Food in France

May 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Incorporating added health benefits is a key driver of growth for dog food and treats

Nestlé Purina PetCare France SAS retains its lead as Friskies and Fido improve its share

Retail e-commerce leads distribution while physical retailers continue to expand store locations

PROSPECTS AND OPPORTUNITIES

Premium dog food is set to drive growth as consumers become increasingly willing to invest in health benefits

Therapeutic dog food is set to thrive while human food trends inspire new recipes and products

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