



Euromonitor
International

Cat Food in the Netherlands

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cat Food Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Cat Food

INDUSTRY PERFORMANCE

Premium Wet Food Drives Value Growth as Shoppers Prioritise Quality and Health

Big Brands Lead Premiumisation with Functional and Indulgent Launches

Pets Place Flagship Store Boosts Omnichannel Premium and Functional Nutrition Growth

Chart 2 - Pets Place Strengthens Omnichannel Cat Food Growth through Premium Range

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Owners to Shift to Premium and Functional Products, Driven by Health Needs

Wet Cat Food to Maintain Its Lead, While Cat Treats and Mixers Sees Fastest Growth, Driven by Pet Humanisation

Specialist Retail and E-Commerce to Enhance Premiumisation While Polarisation Shapes Purchasing

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé Purina Petcare Nederland Bv and Mars Nederland Bv Consolidate Control by Leveraging Broad Portfolios and Distribution

Chart 8 - Analyst Insight for Cat Food

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Lead Economy Sales While Pet Shops and Superstores Offer Specialised Products and Services

Specialist Formats and Omnichannel Models Shape Premium and Functional Growth Trajectories

E-Commerce Platforms Accelerate Growth with Convenience and Specialist Assortment Advantages

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Nestlé Purina Petcare Nederland Bv Drives Premium Wet Growth with Gourmet Revelations

Chart 12 - Gourmet Revelations Expands Premium Wet Cat Food Appeal in the Netherlands

Royal Canin Expands Functional Offerings Targeting Sterilised Cat Health

Chart 13 - Royal Canin Appetite Control Care Targets Weight Management in Sterilised Cats

ECONOMIC CONTEXT

Chart 14 - Economic Context for Cat Food

Chart 15 - Real GDP Growth 2021-2031

Chart 16 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 17 - Consumer Context for Cat Food

Chart 18 - Population 2021-2031

Chart 19 - Consumer Expenditure 2021-2031

Chart 20 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Pet Care in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

2026 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

D2c Brands Drive Premium Niche Growth and Disrupt Traditional Retail

Dog Food Leads Volume with Steady Growth Amid Evolving Consumer Preferences

Beaphar Intensifies Health Focus with Digestive Support Amid Consumer Wellness Shift

Chart 22 - Beaphar IntestoPro Targets Digestive Support as an Everyday Pet Wellness Purchase

Chart 23 - Value Sales 2021-2031

Chart 24 - Volume Sales 2021-2031

Chart 25 - Value Sales by Category 2026

Chart 26 - Pet Populations 2021-2026

WHAT'S NEXT?

Premium and Essential Products Diverge as Dog Food Leads Value Growth

Pet Shops and Superstores and E-Commerce Capture Growth through Convenience and Range

Health-Led Innovation and Personalised Formats Drive Brand Differentiation and Loyalty

Chart 27 - Forecast Value Sales 2021-2031

Chart 28 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Players Strengthen Lead through Broad Portfolios and Distribution

Premium Niches and D2c Models Fragment Growth but Create Innovation Opportunities

Chart 29 - Analyst Insight for Pet Care

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Supermarkets Lead Pet Care Channels, Followed by Pet Shops and Superstores

Premiumisation and Health Focus Shape Shopping Patterns and Channel Preference

E-Commerce Accelerates Growth with Convenience, Niche Ranges and Omnichannel Tools

Chart 32 - Retail Channels 2021-2026

PRODUCTS

D2c Brands and Premium Lines Reshape Consumer Spending and Retail

Chart 33 - Frisp Builds a D2C Fresh Dog Food Niche with Chef-Cooked Meals from Amsterdam

Gourmet Revelations Showcases Premium Innovation Impact

Chart 34 - Gourmet Revelations Expands Premium Wet Cat Food Appeal in the Netherlands

ECONOMIC CONTEXT

Chart 35 - Economic Context for Pet Care

Chart 36 - Real GDP Growth 2021-2031

Chart 37 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 38 - Consumer Context for Pet Care

Chart 39 - Population 2021-2031

Chart 40 - Consumer Expenditure 2021-2031

Chart 41 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cat-food-in-the-netherlands/report.