

## **Cat Food in Greece**

Market Direction | 2022-06-21 | 26 pages | Euromonitor

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### **Report description:**

Economy cat food has witnessed the strongest growth over the review period as the pandemic has impacted disposable income. Rising demand for dry cat food has continued to strengthen ahead of other sub-categories since dry dog food is usually cheaper but also has a long shelf life. In fact, economy dry dog food was the strongest category in cat food in 2022, in retail volume and current value terms. Higher inflation and rising costs is pushing consumers towards cheaper variants including private...

Euromonitor International's Cat Food in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cat Food market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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