

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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Table of Contents:

Cat Food in Greece
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List Of Contents And Tables

CAT FOOD IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Economy cat foods sees stronger growth particularly in dry dog food

Premium lines benefit from health focus

Mars and Nestle retain top spots but face pressure from economy brands and private label

PROSPECTS AND OPPORTUNITIES

Cat food to see moderate growth in forecast period

Health trend to remain pivotal to cat food in multiple categories

Humanisation trend to foster demand for treats

CATEGORY INDICATORS

Table 1 Cat Owning Households: % Analysis 2017-2022

Table 2 Cat Population 2017-2022

Table 3 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2017-2022

CATEGORY DATA

Summary 1 Cat Food by Price Band 2022

Table 4 Sales of Cat Food by Category: Volume 2017-2022

Table 5 Sales of Cat Food by Category: Value 2017-2022

Table 6 Sales of Cat Food by Category: % Volume Growth 2017-2022

Table 7 Sales of Cat Food by Category: % Value Growth 2017-2022

Table 8 Sales of Dry Cat Food by Life-Cycle: % Value 2017-2022

Table 9 Sales of Wet Cat Food by Life-Cycle: % Value 2017-2022

Table 10 NBO Company Shares of Cat Food: % Value 2017-2021

Table 11 LBN Brand Shares of Cat Food: % Value 2018-2021

Table 12 LBN Brand Shares of Cat Treats and Mixers: % Value 2018-2021

Table 13 Distribution of Cat Food by Format: % Value 2017-2022

Table 14 Forecast Sales of Cat Food by Category: Volume 2022-2027

Table 15 Forecast Sales of Cat Food by Category: Value 2022-2027

Table 16 Forecast Sales of Cat Food by Category: % Volume Growth 2022-2027

Table 17 Forecast Sales of Cat Food by Category: % Value Growth 2022-2027

PET CARE IN GREECE

EXECUTIVE SUMMARY

Pet care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2017-2022

MARKET DATA

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Table 19 Sales of Pet Food by Category: Volume 2017-2022
Table 20 Sales of Pet Care by Category: Value 2017-2022
Table 21 Sales of Pet Food by Category: % Volume Growth 2017-2022
Table 22 Sales of Pet Care by Category: % Value Growth 2017-2022
Table 23 NBO Company Shares of Pet Food: % Value 2017-2021
Table 24 LBN Brand Shares of Pet Food: % Value 2018-2021
Table 25 NBO Company Shares of Dog and Cat Food: % Value 2017-2021
Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2018-2021
Table 27 □ Penetration of Private Label in Pet Care by Category: % Value 2017-2022
Table 28 □ Distribution of Pet Care by Format: % Value 2017-2022
Table 29 □ Distribution of Pet Care by Format and Category: % Value 2022
Table 30 □ Distribution of Dog and Cat Food by Format: % Value 2017-2022
Table 31 □ Distribution of Dog and Cat Food by Format and Category: % Value 2022
Table 32 □ Forecast Sales of Pet Food by Category: Volume 2022-2027
Table 33 □ Forecast Sales of Pet Care by Category: Value 2022-2027
Table 34 □ Forecast Sales of Pet Food by Category: % Volume Growth 2022-2027
Table 35 □ Forecast Sales of Pet Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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