

Dog Food in Greece

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Dry dog food is the dominant choice for many dog owners in Greece accounting for over half of dog food sales by value in 2022. Since the COVID-19 pandemic, dry food has seen its popularity surge since it is the more economical choice for Greeks. During the pandemic, household expenditure was limited so consumers had the tendency to buy more dry food for their dogs. There has been a strong increase in premium dry dog food as owners seek to take better care of their pet's nutritional needs. Both e...

Euromonitor International's Dog 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Dog Food in Greece
Euromonitor International
June 2022

List Of Contents And Tables

DOG FOOD IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Switch to dry dog food as consumers feel the pinch

Nutrition/premium trend

Dog ownership rises again in 2022 driving dog food sales

PROSPECTS AND OPPORTUNITIES

Medical and therapeutic foods gaining interest

Dog ownership under threat as new program comes into effect

Cooked 'human food' gaining interest among dog owners

CATEGORY INDICATORS

Table 1 Dog Owning Households: % Analysis 2017-2022

Table 2 Dog Population 2017-2022

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

CATEGORY DATA

Summary 1 Dog Food by Price Band 2022

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 17 □Forecast Sales of Dog 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Dog Food in Greece

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-23"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com