

Other Pet Food in Greece

Market Direction | 2022-06-21 | 23 pages | Euromonitor

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Report description:

The COVID-19 pandemic had a positive impact on sales of other pet food as Greeks adopted more pets whilst spending more time at home. Demand for other pet food surged in 2020 and 2021 as consumers brought birds, fish and small mammals into their homes, transforming the fortunes of this category which had been struggling pre-pandemic. In 2022, retail volume and current value sales remained positive, although lower rates of growth were perhaps inevitable as Greeks shifted back to more normal lives...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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.

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Euromonitor International
June 2022

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Greeks add more rabbits, fish, birds and hamsters to their households in 2022

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