

Dog Food in Austria

Market Direction | 2023-04-25 | 25 pages | Euromonitor

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Report description:

Dog food recorded positive growth in both volume and current value terms in 2023, following the sluggish performance of the previous year. While value growth was driven partially by price increases, premiumisation and specialisation trends also played a key role in boosting sales. Despite a backdrop of inflationary pressures and ongoing economic uncertainty, most consumers were unwilling to compromise on the quality of the food they fed to their dogs...

Euromonitor International's Dog Food in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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.

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Improved performance in 2023, thanks to growing demand for premium offerings with specific health or convenience benefits

Dog treats constitute key driver of growth

Mars maintains its lead, amid growing competition from private label

PROSPECTS AND OPPORTUNITIES

Premiumisation trend is expected to prevail

Mars will retain its lead, despite the growing presence of private label and niche players

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