

## **Other Pet Food in Austria**

Market Direction | 2023-04-25 | 22 pages | Euromonitor

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### **Report description:**

Consistent with a return to busier, more hectic lifestyles in 2023, a growing number of consumers opted for perceived lower maintenance pet options, such as small mammals or those kept in an aquarium or terrarium. As a result, other pet food experienced an upturn in demand, with small mammal/reptile food leading the way.

Euromonitor International's Other Pet 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: 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.

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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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand benefits from shift towards low maintenance pet options

Some scope for the development of value-added products, although consumers' continued preference for fresh food limits growth potential

Manufacturers focus on product innovation to maintain brand awareness

#### PROSPECTS AND OPPORTUNITIES

Sluggish performance expected, with fish food leading the way

Demand for higher-value products will remain limited compared to cat and dog food, with ongoing preference for natural foods limiting growth potential

Pet shops and superstores will retain the upper hand in terms of distribution

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