

## **Pet Care in Greece**

Market Direction | 2023-05-04 | 48 pages | Euromonitor

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### **Report description:**

Pet care was heavily impacted by high inflation and constant price increases over 2022, affecting pet owners in different ways. Two types of customers were observed: those who are increasingly concerned about their health and the health of their pets in the aftermath of the pandemic, and are willing to pay for quality pet food, including functional and premium options despite the price increases. On the other hand, many consumers were forced to trade down in pet food quality and choose economy p...

Euromonitor International's Pet Care 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 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: Pet Food, Pet Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Pet Care 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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Owners prioritise premium dog food over treats and accessories in 2023

##### PROSPECTS AND OPPORTUNITIES

Humanisation trend set to continue while dogs likely to remain popular pets during the forecast period

Demand for wet dog food set to decline as price pressure continues

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