

Other Pet Food in Greece

Market Direction | 2023-05-04 | 21 pages | Euromonitor

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Report description:

According to pet shop owners, the majority of their sales are for cats and dogs, whereas there is a more modest demand for other pet food and products related to less common pets such as fish, birds, and small animals such as rabbits. This trend is attributed to the current inflation in the country, which limits the willingness of residents to spend money. Moreover, the psychological insecurity stemming from the pandemic has led many people to prefer companion animals like dogs and cats.

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 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.

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Sales of other pet food more modest compared to those of cats and dogs in 2023

Demand for fish food declines as consumers focus on essential products in 2023

Birds more affordable option for price conscious consumers in 2023

PROSPECTS AND OPPORTUNITIES

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