

Cat Food in Hungary

Market Direction | 2023-05-10 | 26 pages | Euromonitor

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Report description:

Cat adoption/purchasing rates increased in Hungary throughout the COVID-19 pandemic, leading to a higher demand for cat food with overall volume sales still rising in 2023. According to major local retailers, cat owners strive to remain brand loyal despite facing a decrease in consumer purchasing power in the face of high inflation. Cat owners often let their fussy feline companions choose the brand, ultimately purchasing the food that their pets prefer. Cats are generally treated and pampered l...

Euromonitor International's Cat Food in Hungary 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: Cat Treats and Mixers, Dry Cat Food, Wet Cat 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 Cat 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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Volume sales continue to rise in 2023

Oral care treats benefit from player investment, while humanisation trend informs innovation

Cat food sees increased polarisation in 2023

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Free-from soups and specialised diets set to see greater growth, while pet owners will increasingly seek out eco-friendly packaging

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