

## **Dog Food in Hungary**

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

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### **Report description:**

The COVID-19 pandemic led to a surge in dog adoption/purchase, with the result that the number of households in Hungary owning a dog has significantly increased. According to national statistics, there has been a notable shift from 34% of households owning a dog in 2021 to over 50% in 2022. Growth in dog food sales is now substantially impacting overall growth in pet care. In 2023 volume sales growth in dog food continues to rise, at a faster rate than in 2022, though current value sales are rec...

Euromonitor International's Dog 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: 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.

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