

## **Dog Food in Poland**

Market Direction | 2023-05-12 | 26 pages | Euromonitor

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### **Report description:**

Dog food in Poland saw evidence of polarisation in 2023, with a growing demand for both premium and economy options at the expense of mid-priced varieties. In the case of premium dog food, growth was driven by the pet humanisation trend, which involved treating pets as family members and buying them human-oriented products and services. In line with this tendency, Polish consumers increasingly sought out options that were grain-free and which had added health benefits, such as joint/heart health...

Euromonitor International's Dog Food in Poland 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.

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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Home-prepared dog food becomes less popular, due to return of busy lifestyles

#### **PROSPECTS AND OPPORTUNITIES**

Leading players are expected to consolidate their lead, although smaller producers will likely find their niche in more sustainable offerings

Importance of discounters and private label will continue to grow in the context of ongoing inflationary pressures

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#### **MARKET INDICATORS**

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