

Other Pet Food in Hungary

Market Direction | 2023-05-10 | 23 pages | Euromonitor

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Report description:

In 2022, several large retail channels, such as Spar, optimised their portfolios by reducing their offerings of other pet foods. This change has driven the growth of specialised pet stores and e-commerce platforms, including fressnapf.hu, tesco.hu, kifli.hu, among others, with regard to other pet food products. Muller drugstore chain stands as an exception, experiencing growth in its other pet food portfolio, which is relatively large and includes both private label and branded items.

Euromonitor International's Other Pet 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: 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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Small pets enjoy expanding variety of snacks of treats

Greater emphasis on functional and natural ingredients

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Other pet food set to see rise in specified and health-positioned food products

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