

Other Pet Food in Poland

Market Direction | 2023-05-12 | 23 pages | Euromonitor

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Report description:

With a return to busier, post-pandemic lifestyles, consumers showed a continued interest in perceived lower maintenance pet options, especially small mammals, reptiles and fish. As a result, retail sales of other pet food increased in both volume and constant terms in 2023, with small mammal/reptile food leading the way. Small mammals and reptiles were chosen for their playful or sociable natures and were viewed as an ideal choice for new pet owners. By contrast, fish were increasingly purchased...

Euromonitor International's Other Pet 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: 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.

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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OTHER PET FOOD IN POLAND

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2023 DEVELOPMENTS

Return to busier lifestyles boosts demand for small mammals and reptiles, while bird keeping remains in decline

New launches generate consumer interest

Sales remain in the hands of four key players

PROSPECTS AND OPPORTUNITIES

Growing "other pet" population will ensure further growth

Premium products offer potential to add value, while Millennials and Gen Z consumers will be the key targets for manufacturers

Small presence of private label and multinationals

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