

## Pet Care in Poland

Market Direction | 2023-05-12 | 52 pages | Euromonitor

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### Report description:

Pet care in Poland continued to grow in 2023, both in volume and constant value terms. Besides an increase in the county's pet population, value sales were boosted by the humanisation trend, which saw consumers treat their pets as family members. In line with this tendency, they increasingly sought out premium options that were grain-free and/or which had added health benefits, as well as products incorporating high-quality ingredients fit for human consumption.

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Pet Care 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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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Growing demand for premium options, driven by pet humanisation trend, but economy options benefit from inflationary environment

Healthy growth for dog treats, with human ingredients and insect protein gaining traction

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

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