

## Pet Products in Hungary

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

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### Report description:

Growth in pet products in Hungary is driven primarily by the significant increase in pet ownership. The COVID-19 restrictions during the pandemic led to more people adopting or purchasing pets, resulting in a remarkable rise in the number of households with pets. This trend has created a higher demand for various pet products to cater to the needs of these new pet owners.

Euromonitor International's Pet Products 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: Cat Litter, Other Pet Products, Pet Healthcare.

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 Products 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

Sales driven by rising pet ownership, while pet shops and superstores face intensifying competition from supermarkets, hypermarkets and e-commerce

Humanisation trend influences pet products

Cat litter sees shift towards low-cost varieties

#### PROSPECTS AND OPPORTUNITIES

Rising demand for eco-friendly and sustainable options, while humanisation trend will continue to push growth in a range of product types

Vets to play greater role in recommendations and advice

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