

Cat Food in Portugal

Market Direction | 2023-05-15 | 24 pages | Euromonitor

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Report description:

There is an increase in the number of cats as pets in Portugal due to their small size, which makes them ideal for apartment living, and their independent nature, which many pet owners value. For those who suffer from allergies but still want a cat, Nestle Portugal SA launched the first and only cat food in Portugal during the review period, designed to reduce allergens found in fur and skin. Pro Plan LiveClear is a specially formulated diet aimed at providing a safe, effective, and cat-friendly...

Euromonitor International's Cat Food in Portugal 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 Treats and Mixers, Dry Cat Food, Wet Cat 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 Cat 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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CAT FOOD IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cats are increasing as pets in 2022, due to their small size and independent natures

Nestle serious about commitment to sustainability, thus launching recyclable packaging

Cat owners like to indulge their pets, creating space for innovation

PROSPECTS AND OPPORTUNITIES

Owners wanting to spoil cats, will boost new product development of cat treats in the forecast period

Raw food potential for growth if manufacturers communicate effectively during the forecast period

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