

## Dog Food in Portugal

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

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### Report description:

Dog food companies invest in innovative solutions to address many consumer concerns regarding the health and wellbeing of pets. This resulted in the launch of natural, personalised, and high-quality dog food, such as Aruba Pet Nutrition Raw, launched in July 2021, which offers frozen and super-delicious nutritious food based on the principles of biologically appropriate raw food (Barf). Royal Canin has also contributed to this trend by launching a new range of Health Management products in July...

Euromonitor International's Dog 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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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## Table of Contents:

Dog Food in Portugal  
Euromonitor International  
May 2023

### List Of Contents And Tables

#### DOG FOOD IN PORTUGAL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Players invest in innovation to ensure health and wellbeing of dogs

E-commerce and pet shops and superstores' popularity increase in 2022

Price increases intensify in 2022 putting businesses under strain

##### PROSPECTS AND OPPORTUNITIES

Sales of e-commerce and pet shops and superstores set to rise during the forecast period

Dry dog food expected to see more innovation during the forecast period boosting sales

Insect-based dog foods likely to change the competitive landscape during the forecast period

##### CATEGORY INDICATORS

Table 1 Dog Owning Households: % Analysis 2017-2022

Table 2 Dog Population 2017-2022

Table 3 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2017-2022

##### CATEGORY DATA

Summary 1 Dog Food by Price Band 2022

Table 4 Sales of Dog Food by Category: Volume 2017-2022

Table 5 Sales of Dog Food by Category: Value 2017-2022

Table 6 Sales of Dog Food by Category: % Volume Growth 2017-2022

Table 7 Sales of Dog Food by Category: % Value Growth 2017-2022

Table 8 Sales of Dry Dog Food by Life-Cycle: % Value 2017-2022

Table 9 Sales of Wet Dog Food by Life-Cycle: % Value 2017-2022

Table 10 NBO Company Shares of Dog Food: % Value 2017-2021

Table 11 LBN Brand Shares of Dog Food: % Value 2018-2021

Table 12 LBN Brand Shares of Dog Treats and Mixers: % Value 2018-2021

Table 13 Distribution of Dog Food by Format: % Value 2017-2022

Table 14 Forecast Sales of Dog Food by Category: Volume 2022-2027

Table 15 Forecast Sales of Dog Food by Category: Value 2022-2027

Table 16 Forecast Sales of Dog Food by Category: % Volume Growth 2022-2027

Table 17 Forecast Sales of Dog Food by Category: % Value Growth 2022-2027

#### PET CARE IN PORTUGAL

##### EXECUTIVE SUMMARY

Pet care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for pet care?

##### MARKET INDICATORS

Table 18 Pet Populations 2017-2022

##### MARKET DATA

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Table 19 Sales of Pet Food by Category: Volume 2017-2022

Table 20 Sales of Pet Care by Category: Value 2017-2022

Table 21 Sales of Pet Food by Category: % Volume Growth 2017-2022

Table 22 Sales of Pet Care by Category: % Value Growth 2017-2022

Table 23 NBO Company Shares of Pet Food: % Value 2017-2021

Table 24 LBN Brand Shares of Pet Food: % Value 2018-2021

Table 25 NBO Company Shares of Dog and Cat Food: % Value 2017-2021

Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2018-2021

Table 27 □Penetration of Private Label in Pet Care by Category: % Value 2017-2022

Table 28 □Distribution of Pet Care by Format: % Value 2017-2022

Table 29 □Distribution of Pet Care by Format and Category: % Value 2022

Table 30 □Distribution of Dog and Cat Food by Format: % Value 2017-2022

Table 31 □Distribution of Dog and Cat Food by Format and Category: % Value 2022

Table 32 □Forecast Sales of Pet Food by Category: Volume 2022-2027

Table 33 □Forecast Sales of Pet Care by Category: Value 2022-2027

Table 34 □Forecast Sales of Pet Food by Category: % Volume Growth 2022-2027

Table 35 □Forecast Sales of Pet Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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