

## **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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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

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