

Other Pet Food in Portugal

Market Direction | 2023-05-15 | 22 pages | Euromonitor

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Report description:

The COVID-19 pandemic resulted in a surge in pet adoptions, particularly for dogs and cats, as they provide companionship and pet-human engagement. Conversely, the adoption of other types of pets did not see the same uptick; birds and fish populations continued to decline in 2022, leading to negative volume sales growth of bird and fish food. As for small mammals, 2022 saw a continuation of trends observed in 2021, with no significant changes in the pet population numbers. This pattern is projec...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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OTHER PET FOOD IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bird and fish populations decline, leading to negative food demand in 2022

No humanisation trend results in competitive landscape remaining unchanged in 2022

Small mammal/reptile owners prefer healthy food options for their pets in 2022

PROSPECTS AND OPPORTUNITIES

Trend towards humanisation may boost sales of other pet food in the forecast period

Demand for small mammal/reptiles food to remain consistent in the forecast period

E-commerce's value share set to rise in forecast period as owners can access more brands through this channel

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