

## **Pet Care in Portugal**

Market Direction | 2023-05-15 | 48 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

The pandemic, despite its negative impact on some economic sectors in Portugal, had a positive impact on pet care. Value sales of pet food and pet products were higher in 2022 than in 2021 and this sales growth is expected to continue over the forecast period. This sales growth is closely related to the increase in the number of pets, specifically dogs and cats. However, other pets such as birds and fish show a decreasing demand due to the lack of interest in this type of animal as pets.

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

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 Care 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Pet Care in Portugal  
Euromonitor International  
May 2023

### List Of Contents And Tables

#### 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 1 Pet Populations 2017-2022

##### MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2017-2022

Table 3 Sales of Pet Care by Category: Value 2017-2022

Table 4 Sales of Pet Food by Category: % Volume Growth 2017-2022

Table 5 Sales of Pet Care by Category: % Value Growth 2017-2022

Table 6 NBO Company Shares of Pet Food: % Value 2017-2021

Table 7 LBN Brand Shares of Pet Food: % Value 2018-2021

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2017-2021

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2018-2021

Table 10 □ Penetration of Private Label in Pet Care by Category: % Value 2017-2022

Table 11 □ Distribution of Pet Care by Format: % Value 2017-2022

Table 12 □ Distribution of Pet Care by Format and Category: % Value 2022

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

Table 14 □ Distribution of Dog and Cat Food by Format and Category: % Value 2022

Table 15 □ Forecast Sales of Pet Food by Category: Volume 2022-2027

Table 16 □ Forecast Sales of Pet Care by Category: Value 2022-2027

Table 17 □ Forecast Sales of Pet Food by Category: % Volume Growth 2022-2027

Table 18 □ Forecast Sales of Pet Care by Category: % Value Growth 2022-2027

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## CATEGORY INDICATORS

Table 19 Dog Owning Households: % Analysis 2017-2022

Table 20 Dog Population 2017-2022

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2017-2022

## CATEGORY DATA

Summary 2 Dog Food by Price Band 2022

Table 22 Sales of Dog Food by Category: Volume 2017-2022

Table 23 Sales of Dog Food by Category: Value 2017-2022

Table 24 Sales of Dog Food by Category: % Volume Growth 2017-2022

Table 25 Sales of Dog Food by Category: % Value Growth 2017-2022

Table 26 Sales of Dry Dog Food by Life-Cycle: % Value 2017-2022

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2017-2022

Table 28 □NBO Company Shares of Dog Food: % Value 2017-2021

Table 29 □LBN Brand Shares of Dog Food: % Value 2018-2021

Table 30 □LBN Brand Shares of Dog Treats and Mixers: % Value 2018-2021

Table 31 □Distribution of Dog Food by Format: % Value 2017-2022

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

Table 33 □Forecast Sales of Dog Food by Category: Value 2022-2027

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

Table 35 □Forecast Sales of Dog Food by Category: % Value Growth 2022-2027

## 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

Private label likely to intensify competition in the forecast period, due to unit price increases

## CATEGORY INDICATORS

Table 36 Cat Owning Households: % Analysis 2017-2022

Table 37 Cat Population 2017-2022

Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2017-2022

## CATEGORY DATA

Summary 3 Cat Food by Price Band 2022

Table 39 Sales of Cat Food by Category: Volume 2017-2022

Table 40 Sales of Cat Food by Category: Value 2017-2022

Table 41 Sales of Cat Food by Category: % Volume Growth 2017-2022

Table 42 Sales of Cat Food by Category: % Value Growth 2017-2022

Table 43 Sales of Dry Cat Food by Life-Cycle: % Value 2017-2022

Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2017-2022

Table 45 □NBO Company Shares of Cat Food: % Value 2017-2021

Table 46 □LBN Brand Shares of Cat Food: % Value 2018-2021

Table 47 □LBN Brand Shares of Cat Treats and Mixers: % Value 2018-2021

Table 48 □Distribution of Cat Food by Format: % Value 2017-2022

Table 49 □Forecast Sales of Cat Food by Category: Volume 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 50 □Forecast Sales of Cat Food by Category: Value 2022-2027

Table 51 □Forecast Sales of Cat Food by Category: % Volume Growth 2022-2027

Table 52 □Forecast Sales of Cat Food by Category: % Value Growth 2022-2027

#### 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

##### CATEGORY INDICATORS

Table 53 Other Pet Population 2017-2022

##### CATEGORY DATA

Table 54 Sales of Other Pet Food by Category: Volume 2017-2022

Table 55 Sales of Other Pet Food by Category: Value 2017-2022

Table 56 Sales of Other Pet Food by Category: % Volume Growth 2017-2022

Table 57 Sales of Other Pet Food by Category: % Value Growth 2017-2022

Table 58 LBN Brand Shares of Bird Food: % Value 2018-2021

Table 59 LBN Brand Shares of Fish Food: % Value 2018-2021

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2018-2021

Table 61 Distribution of Other Pet Food by Format: % Value 2017-2022

Table 62 □Forecast Sales of Other Pet Food by Category: Volume 2022-2027

Table 63 □Forecast Sales of Other Pet Food by Category: Value 2022-2027

Table 64 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2022-2027

Table 65 □Forecast Sales of Other Pet Food by Category: % Value Growth 2022-2027

#### PET PRODUCTS IN PORTUGAL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Younger consumers increasingly interested in sustainable other pet products in 2022

Concern for pets' health and wellbeing leads to brand innovation

Brands aim new product launches at pet owners that increasingly pamper their pets

##### PROSPECTS AND OPPORTUNITIES

Innovative products enabling more convenience likely to be launched in the forecast period

Variety stores likely to gain importance in the forecast period, due to consumer price sensitivity

Pet dietary supplements set to become more important in the forecast period

##### CATEGORY DATA

Table 66 Sales of Pet Products by Category: Value 2017-2022

Table 67 Sales of Pet Products by Category: % Value Growth 2017-2022

Table 68 Sales of Pet Healthcare by Type: % Value 2017-2022

Table 69 Sales of Other Pet Products by Type: % Value 2017-2022

Table 70 NBO Company Shares of Pet Products: % Value 2017-2021

Table 71 LBN Brand Shares of Pet Products: % Value 2018-2021

Table 72 Distribution of Pet Products by Format: % Value 2017-2022

Table 73 Forecast Sales of Pet Products by Category: Value 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 74 Forecast Sales of Pet Products by Category: % Value Growth 2022-2027

## Pet Care in Portugal

Market Direction | 2023-05-15 | 48 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com