

Pet Care in Portugal

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

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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.

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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

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