

Pet Products in Portugal

Market Direction | 2023-05-15 | 21 pages | Euromonitor

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Report description:

In 2022, there were increasing numbers of sustainable other pet products, such as toys, hygiene products and collars as pet owners, especially younger ones, are becoming more concerned about the environment. Many brands are focusing on the origin of ingredients, naturalness and the use of sustainable packaging, as these are important requirements for purchase intent. For example, Farm Company toys, are focussed on these concerns and launched its products at the end of the review period to be exc...

Euromonitor International's Pet Products 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: Cat Litter, Other Pet Products, Pet Healthcare.

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 Products 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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PET PRODUCTS IN PORTUGAL

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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

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