

Pet Products in Switzerland

Market Direction | 2023-05-15 | 23 pages | Euromonitor

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Report description:

Pet healthcare recorded positive growth within pet products in 2022-23 in terms of retail current value sales. In addition to raising local consumer interest in personal health and wellness, the COVID-19 pandemic also served to heighten interest in the wellbeing of pets. As Swiss pet owners paid greater attention to their pets' hygiene standards and wellbeing, pet treatments such as anti-parasite medication and pet dietary supplements for enhanced immunity became increasingly popular. In additio...

Euromonitor International's Pet Products in Switzerland 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 SWITZERLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bonds forged during the pandemic continue to drive sales of pet products in 2022-23

Pet healthcare offers a means of reducing vet fees in the future, but faces competition from fortified pet food

More Swiss pet owners are willing to spend money on presents for their pets

PROSPECTS AND OPPORTUNITIES

Pet humanisation trend and concerns about veterinary costs will continue to drive growth in pet accessories and healthcare

E-commerce will gain traction and subscription services will proliferate in the years ahead

Private label will remain a significant presence thanks to extensive distribution and affordability

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