

Other Pet Food in Germany

Market Direction | 2023-11-01 | 23 pages | Euromonitor

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Report description:

Fish food in Germany is being impacted by changes in the popularity of owning aquariums as a hobby following the pandemic. As prolonged home seclusion led to shifts in consumers' lifestyles, priorities and leisure activities, the demand for aquarium-related products, including fish food or tank accessories, was positively influenced.

Euromonitor International's Other Pet Food in Germany 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 GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining interest in aquariums depresses volume growth of fish food

Birds remain niche pet option despite upturn during pandemic

Small mammal population stagnates but ownership remains an option where dogs and cats are too expensive

PROSPECTS AND OPPORTUNITIES

Addressing niche consumers likely to be strategy for players to grow

Enriched options will drive growth of food targeting fish, small mammals and birds

Population development will dictate the future of the category

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