

Pet Products in Germany

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

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Report description:

Technology and connectivity have emerged as dominant trends in local pet products. This evolution is driven by the increasing integration of smart devices and digital solutions into pet care, offering convenience, monitoring capabilities and enhancing interaction between pets and their owners.

Euromonitor International's Pet Products 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: 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Technology and connectivity remain major trend for pet products

Subdued growth for non-essential pet dietary supplements as pet owners look to control their budgets

Consumers tend to choose more affordable options via e-commerce

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