

Cat Food in Greece

Market Direction | 2024-04-29 | 25 pages | Euromonitor

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Report description:

There has been a growing demand for high-quality customer service when owners go shopping for their cats, with people increasingly looking for treatments and services as well as food and products for their beloved pets. Pet City, which is the leading chain of pet shops and superstore in Greece, has renovated one store and converted it into a flagship store which provides a huge variety of cat food as well as grooming services, a pet pharmacy and a veterinary clinic. The store is staffed with qua...

Euromonitor International's Cat Food in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat 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 Cat 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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Premiumisation hits cat food despite economic pressures

Pet shops and superstores remains the key distribution channel despite the rise of supermarkets

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