

## **Cat Food in Portugal**

Market Direction | 2024-04-30 | 26 pages | Euromonitor

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### **Report description:**

Cat food maintained retail volume and current value growth in Portugal in 2023, and this trend is expected to continue in 2024, with growth across both wet and dry cat food, and across all price segments. The cat population rose throughout the review period, and this is set to continue in 2024, as cats' small size makes them ideal for apartment living, and their independent nature is valued by many pet owners. Meanwhile, the proportion of cat owners feeding prepared food has also been increasing...

Euromonitor International's Cat Food 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 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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#### 2024 DEVELOPMENTS

The growth of cat treats continues in 2023 and 2024, although at a lower level

In addition to the two leaders, private label performs well

Pet humanisation, and the opportunity for innovation and seasonal products to drive growth

#### PROSPECTS AND OPPORTUNITIES

Growth expected as cat population and feeding of prepared food continue to rise

Private label and manufacturer brands will compete to gain and retain pet owners' preference and loyalty

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