

## **Dog Food in Greece**

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

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### **Report description:**

People are putting more and more emphasis on animal welfare and some brands are incorporating that mindset into their product lines and marketing. For example, Pet City, the leading chain of pet shops and superstores in Greece, attaches great importance to corporate social responsibility (CSR) by supporting many charitable actions. In fact, as part of its CSR efforts, the company created its Act Paws+ive campaign through which it looks to support many pet organisations and pets that need help.

Euromonitor International's Dog 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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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Euromonitor International  
April 2024

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