

Dog Food in Portugal

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

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Report description:

In 2023, dog food in Portugal registered little movement in retail volume terms, along with dynamic current value growth due to price rises. Economy dog food performed slightly better than mid-priced, with private label and the premium segment also registering better dynamics. Those who could afford it continued to buy premium products, and those who suffered from a loss of purchasing power tried to balance their budget by opting for private label, whose quality perception is good in the country...

Euromonitor International's Dog 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: 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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The impact of falling adoptions and purchasing power on dog food

With pet shelters full, and associations finding it increasingly difficult to cover costs, new legislation and individual actions help Innovation, despite not having been the main focus of the companies, is amongst their strategies

PROSPECTS AND OPPORTUNITIES

Although there are likely to be challenges, companies will continue to invest in dog food, especially treats

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The product mix is part of companies' strategies to make their business profitable

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