

Other Pet Food in Portugal

Market Direction | 2024-04-30 | 23 pages | Euromonitor

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Report description:

Other pet food saw a retail volume decline and current value growth in 2023, and this trend is expected to be maintained in Portugal in 2024. This is mainly because the population of other pets saw a slight decline in 2023, and this is set to continue in 2024. Having a pet involves investment and time to care for it. With the return to the office post-pandemic, people no longer have so much time to take care of pets. For example, having a basic aquarium with a few fish can be a hassle to maintain...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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OTHER PET FOOD IN PORTUGAL

KEY DATA FINDINGS

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Cost is a major impediment to the adoption of other pets, but this is not the only factor

Other pet food is not very dynamic in terms of product development

Other pet food is not seen as an opportunity by retailers

PROSPECTS AND OPPORTUNITIES

Continued declining number of other pets expected to impact sales of other pet food

Price promotions do not have a major impact in other pet food

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