

Pet Care in Greece

Market Direction | 2024-04-29 | 50 pages | Euromonitor

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Report description:

Pet care continues to grow in both value and volume terms in Greece in 2024, having recorded steady growth over the review period. Pet care witnessed stronger growth in current value terms in 2023 than volume terms with this resulting from the impact of elevated inflation and constant price adjustments, but despite these challenges demand remained stable. Pet owners continue to show a willingness to take care of their pets but there has been a change in their behaviour. Many pet owners have beco...

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Pet Care 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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