

Pet Care in Ireland

Market Direction | 2024-04-29 | 49 pages | Euromonitor

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Report description:

Pet care in Ireland continues to face pressure from the global economic climate, with rising costs of raw materials, energy, production and transportation impacting the domestic industry into 2024. However, these economic effects have been less decisive in pet care, as inflation softens and product prices stabilise towards the end of the review period. Nonetheless, there remains upward pressure on unit prices, with price increases still visible and impacting performances across pet care in Irela...

Euromonitor International's Pet Care in Ireland 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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Private label performs strongly as dog owners seek cost-effective options

Premiumisation and financial concerns lead to polarisation

PROSPECTS AND OPPORTUNITIES

Economic constraints are set to ease, but the popularity of private label is expected to persist in the short term

Sustainability a focus with insect-based food set to gain traction

Rise in dog obesity to heighten nutrition awareness and drive a demand for fresher food

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