

Pet Care in Portugal

Market Direction | 2024-04-30 | 52 pages | Euromonitor

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Report description:

In 2024, pet care in Portugal is set to see current value growth, although this is projected to be lower than that seen in the previous couple of years. After an increasing number of pet adoptions during the pandemic, the pet population is expected to decline in this year. The return to offices and a drop in household purchasing power has meant that fewer families have been able to adopt pets due to time constraints and financial concerns. Regarding pet food, in 2023 there was a strong increase...

Euromonitor International's Pet Care 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: 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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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

Sustainability and regenerative practices a bet for the future

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

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KEY DATA FINDINGS

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In addition to the two leaders, private label performs well

Pet humanisation, and the opportunity for innovation and seasonal products to drive growth

PROSPECTS AND OPPORTUNITIES

Growth expected as cat population and feeding of prepared food continue to rise

Private label and manufacturer brands will compete to gain and retain pet owners' preference and loyalty

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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

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