

## **Pet Care in Spain**

Market Direction | 2024-04-29 | 57 pages | Euromonitor

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### **Report description:**

Pet care sales in Spain continue to see positive sales in 2024, in both value and volume terms. Value is supported by premiumisation trends and still-high unit prices in some instances, while baseline demand supports volume - which is showing slightly stronger growth compared to last year, when consumers continued to struggle with inflationary pressures (inflation is noted to be lessening, compared to the previous year).

Euromonitor International's Pet Care in Spain 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.

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Volume struggles to recover due to lingering challenges, while value is supported by still-high prices

Wet, natural, and specialised dog food drive trends and expansion plans

Health trends spur humanisation in wellbeing products for pets

##### PROSPECTS AND OPPORTUNITIES

New formulations for small size dogs expected, with rising competition from private label also expected

Further developments anticipated in therapeutic dog food

Dog treats and mixers will continue to inspire innovations

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Players invest in expanded facilities to boost their production capacity

##### PROSPECTS AND OPPORTUNITIES

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##### PROSPECTS AND OPPORTUNITIES

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