

Cat Food in Poland

Market Direction | 2024-05-03 | 26 pages | Euromonitor

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Report description:

Similar to their canine counterparts, cat food in Poland is expected to register a surge in premiumisation in 2024. An improving economic picture, with inflation easing significantly, and real wages rising, is expected to enable this transition. As such, there is expected to be a surge in demand for premium cat food, boasting higher-quality ingredients such as real meat, and also including targeted health benefits such as high fibre hairball control foods, urinary tract support and weight manage...

Euromonitor International's Cat Food in Poland 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: Cat Treats and Mixers, Dry Cat Food, Wet Cat 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 Cat 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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