

Dog Food in Portugal

Market Direction | 2024-04-30 | 26 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2023, dog food in Portugal registered little movement in retail volume terms, along with dynamic current value growth due to price rises. Economy dog food performed slightly better than mid-priced, with private label and the premium segment also registering better dynamics. Those who could afford it continued to buy premium products, and those who suffered from a loss of purchasing power tried to balance their budget by opting for private label, whose quality perception is good in the country...

Euromonitor International's Dog Food 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Dog Food in Portugal
Euromonitor International
April 2024

List Of Contents And Tables

DOG FOOD IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

The impact of falling adoptions and purchasing power on dog food

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

CATEGORY INDICATORS

Table 1 Dog Owning Households: % Analysis 2019-2024

Table 2 Dog Population 2019-2024

Table 3 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 1 Dog Food by Price Band 2024

Table 4 Sales of Dog Food by Category: Volume 2019-2024

Table 5 Sales of Dog Food by Category: Value 2019-2024

Table 6 Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 7 Sales of Dog Food by Category: % Value Growth 2019-2024

Table 8 Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 9 Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 10 □NBO Company Shares of Dog Food: % Value 2019-2023

Table 11 □LBN Brand Shares of Dog Food: % Value 2020-2023

Table 12 □LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 13 □Distribution of Dog Food by Format: % Value 2019-2024

Table 14 □Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 15 □Forecast Sales of Dog Food by Category: Value 2024-2029

Table 16 □Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 17 □Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

PET CARE IN PORTUGAL

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2019-2024

MARKET DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Sales of Pet Food by Category: Volume 2019-2024
Table 20 Sales of Pet Care by Category: Value 2019-2024
Table 21 Sales of Pet Food by Category: % Volume Growth 2019-2024
Table 22 Sales of Pet Care by Category: % Value Growth 2019-2024
Table 23 NBO Company Shares of Pet Food: % Value 2019-2023
Table 24 LBN Brand Shares of Pet Food: % Value 2020-2023
Table 25 NBO Company Shares of Dog and Cat Food: % Value 2019-2023
Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023
Table 27 □ Penetration of Private Label in Pet Care by Category: % Value 2019-2024
Table 28 □ Distribution of Pet Care by Format: % Value 2019-2024
Table 29 □ Distribution of Pet Care by Format and Category: % Value 2024
Table 30 □ Distribution of Dog and Cat Food by Format: % Value 2019-2024
Table 31 □ Distribution of Dog and Cat Food by Format and Category: % Value 2024
Table 32 □ Forecast Sales of Pet Food by Category: Volume 2024-2029
Table 33 □ Forecast Sales of Pet Care by Category: Value 2024-2029
Table 34 □ Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029
Table 35 □ Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Dog Food in Portugal

Market Direction | 2024-04-30 | 26 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-11"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com