

## **Pet Products in Portugal**

Market Direction | 2024-04-30 | 23 pages | Euromonitor

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### **Report description:**

Pet products is expected to maintain current value growth in Portugal in 2024, with sales set to rise across all categories - cat litter, pet healthcare, and other pet products. However, the rate of increase is expected to slow compared with the previous year. With falling purchasing power, pet owners are tending to become more cautious when making their purchasing decisions. For instance, in other pet products, products such as toys for dogs and cats have continued to be in demand, as owners st...

Euromonitor International's Pet Products 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: Cat Litter, Other Pet Products, Pet Healthcare.

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 Products 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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Euromonitor International  
April 2024

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With the drop in purchasing power, families tend to be more cautious in their purchases

Concern for pets' health and wellbeing drive innovation and launches

The pet humanisation trend drives growth for shampoos and fragrances for pets

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Pet products will continue to grow due to pet humanisation

Technology and sustainability will be part of brand development

The pandemic brought many challenges, but also opportunities for Portuguese companies

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