

## **Pet Products in Germany**

Market Direction | 2024-06-03 | 23 pages | Euromonitor

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### **Report description:**

The rising popularity of cats as household companions is leading to significant expansion of the cat population, driving up the demand for cat litter in Germany. This surge in feline ownership is creating a robust market opportunity for manufacturers and suppliers to capitalise on, prompting heightened investment in product development and marketing initiatives. In addition, cat litter is witnessing a wave of innovation, with players introducing a diverse range of litter options designed to cater...

Euromonitor International's Pet Products in Germany 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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