

Other Pet Food in Austria

Market Direction | 2024-07-25 | 23 pages | Euromonitor

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Report description:

Within other pet food, bird food showed some decline and small mammal/reptile food recorded minimal growth in volume terms in 2024. Fish food, however, fared somewhat better, driven by a steady interest in aquariums bolstered by a niche group of enthusiasts who invested in more sophisticated and high-quality products to maintain the health and vibrant appearance of their aquatic pets. Several factors influenced the downturn in bird food volume sales, including a reduction in bird ownership. Urba...

Euromonitor International's Other Pet Food in Austria 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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Other pet food stagnates in 2024 following a generalised lack of interest

Fressnapf Handels GmbH remains the leader in the category

Other pet owners remain loyal to pet shops to purchase pet food

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Category growth will rely on innovation and niche appeal in the years ahead

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