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Cat Food in Eastern Europe

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Abstracts

Cat food in Eastern Europe is largely influenced by economic factors. It continues to undergo structural change as premiumisation grows in importance and more pet owners use prepared food. The long-standing dominance of major players dictates the competitive environment, while consumer preferences have become ever more nuanced. Multiple factors are driving growth, although slowdown is expected as maturity increases and economic growth becomes more moderate.

Euromonitor International's Cat Food in Eastern Europe global briefing offers an insight into the development of the market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading and emerging companies and brands, offers strategic analysis of key factors influencing the market, including background information on pet population, pet ownership by household and prepared gap ratio. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Pet Food, Pet Products.

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 Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

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