

## Other Pet Food in Austria

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In 2016, other pet food is set to continue being heavily impacted by the trends seen in pet keeping in Austria over the review period. These include a predicted rise in the other pet population and plenty of untapped potential for industrially prepared food, which is expected to ensure positive volume growth. However, a relatively low level of awareness regarding product quality and the high popularity of private label economy brands will likely limit value growth.

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 2011-2015, 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 2020 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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