

Pet Care in Austria

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Abstracts

Pet care recorded further growth in current value terms in 2023, despite an overall decline in volume. While inflation remained a key factor in boosting value sales, higher-quality, premium products with added benefits also supported growth to some extent. These took the form of recipes to cater for the needs of specific breeds, age groups, lifestyles or health conditions, as well as those with functional claims, such as shinier fur, brighter feathers or stronger joints, for example.

Euromonitor International's Pet Care 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 2018-2022, 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 2027 illustrate how the market is set to change.

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;

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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Mars maintains its lead, amid growing competition from private label

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