

Pet Care in Switzerland

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Abstracts

In 2023, the effects of inflation were still visible in Switzerland and reflected in the price of raw materials used in pet care. The cost of energy needed to produce and transport pet food (from suppliers to manufacturers) soared, while the price of packaging increased. In response, all pet care suppliers increased their prices, and manufacturers passed these on to local consumers in turn.

Euromonitor International's Pet Care in Switzerland 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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DOG FOOD IN SWITZERLAND

KEY DATA FINDINGS

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Swiss dog owners increasingly seek to humanise their pets, boosting new product development

Segmentation continues to deepen as novel variants continue to emerge

PROSPECTS AND OPPORTUNITIES

Widening range of products will help boost demand for dog treats and mixers in the coming years

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Nestlé Suisse consolidates its leadership position ahead of multinational Mars Schweiz

PROSPECTS AND OPPORTUNITIES

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Declining bird and fish populations inhibit growth in other pet food in 2023

E-commerce continues to grow in popularity, but pet shops and superstores remain key distribution channel

PROSPECTS AND OPPORTUNITIES

Unlike bird and small mammal/reptile food, fish food has the potential for premiumisation in the coming years

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