

Pet Food Market in Austria 2022

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Abstracts

Pet food is animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog, cat, as well as bird food or fish. The pet food market in Austria is set to increase by US\$ 125.0 million from 2022 to 2028, representing a compound annual growth rate (CAGR) of 2.4% during the forecast period. Pets provide well-being benefits for people because humans imbue these animals with socially-supportive attributes, that in turn, psychologically translate into experiencing social support from them. Nowadays, the majority of dog and cat owners report that their pet is a family member just like anyone else. The humanization of pets is the main driver for the pet food market. With this increase in humanization, pets are being treated with more care and hygiene, which has increased consumer demand for high-quality pet food products.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for pet food. The Austria pet food market is segmented on the basis of product, pricing, and retail channel. On the basis of product, the pet food market in Austria has been segmented into cat food, dog food, others. By pricing, the pet food market in Austria has been segmented into economy pet food, premium pet food. Among these, the economy pet food segment was accounted for the highest revenue generator in 2021. Based on retail channel, the pet food market in Austria is categorized into e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others.

The dog food market is further segmented into dry dog food, mixers & treats, and wet dog food. In Austria, the dry dog food segment made up the largest share of the pet food market. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. The dry cat food segment was the largest contributor to the Austria pet food market in 2021. The other pet food market is further divided into bird food, fish food, and others.

The Austria pet food market is highly competitive. Some of the leading companies operating in the market are Mars Incorporated, Nestle S.A., Vitakraft pet care GmbH & Co. KG, Spectrum Brands Holdings Inc., RUPP FOOD Austria GmbH, Finnern GmbH & Co. KG, HESA Saatengroshandlung Gesellschaft m.b.H. & Co Nfg KG. Competitive landscape gives a description of the competitive nature of the pet food market in Austria and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

Report Scope

Product: cat food, dog food, others

Pricing: economy pet food, premium pet food

Retail channel: e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Mars Incorporated, Nestle S.A., Vitakraft pet care GmbH & Co. KG, Spectrum Brands Holdings Inc., RUPP FOOD Austria GmbH, Finnern GmbH & Co. KG, HESA Saatengroshandlung Gesellschaft m.b.H. & Co Nfg KG

Key Benefits for Stakeholders

Get a comprehensive picture of the Austria pet food market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Mars, Incorporated
Nestle S.A.
Vitakraft pet care GmbH & Co. KG
Spectrum Brands Holdings, Inc.
RUPP FOOD Austria GmbH
Finnern GmbH & Co. KG
HESA Saatengroshandlung Gesellschaft m.b.H. & Co Nfg KG

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