

Pet Food Market in Poland 2022

<https://marketpublishers.com/r/PB6FF7C26533EN.html>

Date: November 2022

Pages: 15

Price: US\$ 750.00 (Single User License)

ID: PB6FF7C26533EN

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. According to StrategyHelix, the pet food market in Poland is expected to increase by US\$ 604.0 million during 2022-2028, expanding at a CAGR of 6.1% 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 Poland pet food market is segmented on the basis of product, pricing, and retail channel. Based on product, the pet food market in Poland is categorized into cat food, dog food, others. On the basis of pricing, the pet food market in Poland has been segmented into economy pet food, premium pet food. In Poland, the economy pet food segment made up the largest share of the pet food market. By retail channel, the pet food market in Poland has been segmented 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 2021, the dry dog food segment made up the largest share of revenue generated by the pet food market. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. Among these, the dry cat food segment was accounted for the highest revenue generator in 2021. The other pet food market is further divided into bird food, fish food, and others.

The Poland pet food market is highly competitive. The prominent players operating in the Poland pet food market include Mars Incorporated, Nestle S.A., Butcher's Pet Care Limited, Zaklady Miesne Lmeat Lukow SA, Colgate-Palmolive Company, Pupil Foods Sp. z o.o., Vitakraft pet care GmbH & Co. KG, Spectrum Brands Holdings Inc., Trixie Heimtierbedarf GmbH & Co. KG, VAFO Group a.s. Competitive landscape gives a description of the competitive nature of the pet food market in Poland 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., Butcher's Pet Care Limited, Zaklady Miesne Lmeat Lukow SA, Colgate-Palmolive Company, Pupil Foods Sp. z o.o., Vitakraft pet care GmbH & Co. KG, Spectrum Brands Holdings Inc., Trixie Heimtierbedarf GmbH & Co. KG, VAFO Group a.s.

Key Benefits for Stakeholders

Get a comprehensive picture of the Poland pet food market

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

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. PET FOOD MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Cat food
Dog food
Others

PART 4. MARKET BREAKDOWN BY PRICING

Economy pet food
Premium pet food

PART 5. MARKET BREAKDOWN BY RETAIL CHANNEL

E-commerce
Pet specialty stores
Supermarkets and hypermarkets
Veterinary clinics
Others

PART 6. KEY COMPANIES

Mars, Incorporated
Nestle S.A.
Butcher's Pet Care Limited
Zakłady Miesne Lmeat Lukow SA
Colgate-Palmolive Company
Pupil Foods Sp. z o.o.
Vitakraft pet care GmbH & Co. KG

Spectrum Brands Holdings, Inc.
Trixie Heimtierbedarf GmbH & Co. KG
VAFO Group a.s.
About StrategyHelix
Disclaimer

I would like to order

Product name: Pet Food Market in Poland 2022

Product link: <https://marketpublishers.com/r/PB6FF7C26533EN.html>

Price: US\$ 750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PB6FF7C26533EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970