

Pet Food Market in Portugal 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. According to StrategyHelix, the pet food market in Portugal is expected to increase by US\$ 280.0 million during 2022-2028, expanding at a CAGR of 6.8% 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 Portugal pet food market is segmented on the basis of product, pricing, and retail channel. Based on product, the pet food market in Portugal is categorized into cat food, dog food, others. On the basis of pricing, the pet food market in Portugal has been segmented into economy pet food, premium pet food. The economy pet food segment captured the largest share of the market in 2021. By retail channel, the pet food market in Portugal 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. The dry dog food segment was the largest contributor to the Portugal pet food market in 2021. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. The dry cat food segment is estimated to account for the largest share of the pet food market in Portugal. The other pet food market is further divided into bird food, fish food, and others.

The prominent players operating in the Portugal pet food market include Nestle S.A., Mars Incorporated, Agrolimen SA, Colgate-Palmolive Company, Vitakraft pet care GmbH & Co. KG, Grupo Saprogal. Competitive landscape gives a description of the competitive nature of the pet food market in Portugal 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: Nestle S.A., Mars Incorporated, Agrolimen SA, Colgate-Palmolive Company, Vitakraft pet care GmbH & Co. KG, Grupo Saprogal

Key Benefits for Stakeholders

Get a comprehensive picture of the Portugal 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
Agrolimen SA
Colgate-Palmolive Company
Vitakraft pet care GmbH & Co. KG
Grupo Saprogal
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