

# Other Pet Food in Greece

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Fish food bubble bursts as economic pressures impact sales
- Pet bird population in decline as questions around animal welfare arise
- Reptiles retain a negative image in Greece

PROSPECTS AND OPPORTUNITIES

- Small mammal food still has potential for growth but more investment required
- Other pet food likely to remain a relatively niche area of the pet food market
- Costly equipment could force people to trade down in fish and reptile food

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