

Pet Products in Austria

April 2023

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Pet Products in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest value growth in 2023, as consumers invest in high-quality products that enhance their pets' happiness, despite ongoing financial insecurity Health and wellbeing concerns drive sales of pet supplements

Store-based retailers retain appeal despite the rise of e-commerce

PROSPECTS AND OPPORTUNITIES

Slower growth expected, led by pet humanisation trend

Pet healthcare will be key driver of growth, as consumers focus on their animal companions' wellbeing

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