

Dog Food in Greece

May 2023

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2023 DEVELOPMENTS

Price rises drive owners to rather buy economy dog food at the end of the review period

Premium and functional dog food's popularity increasing in 2023, but food across price ranges are being launched to retain customers

Owners prioritise premium dog food over treats and accessories in 2023

PROSPECTS AND OPPORTUNITIES

Humanisation trend set to continue while dogs likely to remain popular pets during the forecast period

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