

# Pet Products in Greece

May 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Healthy pet product sales as a result of inflation in 2023  
Demand for cat litter grows in 2023 due to being inelastic in nature  
Humanisation trend boosts sales of pet healthcare in 2023

### PROSPECTS AND OPPORTUNITIES

Essential pet products set to see moderate sales growth over the forecast period  
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