

Dog Food in Portugal

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The impact of falling adoptions and purchasing power on dog food
With pet shelters full, and associations finding it increasingly difficult to cover costs, new legislation and individual actions help
Innovation, despite not having been the main focus of the companies, is amongst their strategies

PROSPECTS AND OPPORTUNITIES

Although there are likely to be challenges, companies will continue to invest in dog food, especially treats
Sustainability and regenerative practices a bet for the future
The product mix is part of companies' strategies to make their business profitable

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