

Pet Care in Portugal

April 2024

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- The growth of cat treats continues in 2023 and 2024, although at a lower level
- In addition to the two leaders, private label performs well
- Pet humanisation, and the opportunity for innovation and seasonal products to drive growth

PROSPECTS AND OPPORTUNITIES

- Growth expected as cat population and feeding of prepared food continue to rise
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Dog Food in Portugal

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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

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Sustainability and regenerative practices a bet for the future

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Other pet food is not very dynamic in terms of product development

Other pet food is not seen as an opportunity by retailers

PROSPECTS AND OPPORTUNITIES

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The pet humanisation trend drives growth for shampoos and fragrances for pets

PROSPECTS AND OPPORTUNITIES

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