EXECUTIVE SUMMARY

Pet care in 2023: The big picture
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DISCLAIMER

SOURCES
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Cat Food in Poland

KEY DATA FINDINGS

2023 DEVELOPMENTS
Growing cat population supports stable demand for cat food, with wet food remaining the preferred choice
Humanisation trend continues to drive growth
General trend away from pet stores in favour of e-commerce and discounters

PROSPECTS AND OPPORTUNITIES
Relatively low usage of prepared food offers further opportunities for growth
Premiumisation will prevail, despite economic downturn, although there will be a concurrent trend towards economy options
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Dog Food in Poland

KEY DATA FINDINGS

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Growing demand for premium options, driven by pet humanisation trend, but economy options benefit from inflationary environment
Healthy growth for dog treats, with human ingredients and insect protein gaining traction
Home-prepared dog food becomes less popular, due to return of busy lifestyles

PROSPECTS AND OPPORTUNITIES
Leading players are expected to consolidate their lead, although smaller producers will likely find their niche in more sustainable offerings
Importance of discounters and private label will continue to grow in the context of ongoing inflationary pressures
Pet shops will remain important in the distribution of dog food, thanks to their expertise

CATEGORY INDICATORS

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Return to busier lifestyles boosts demand for small mammals and reptiles, while bird keeping remains in decline
New launches generate consumer interest
Sales remain in the hands of four key players

PROSPECTS AND OPPORTUNITIES

Growing “other pet” population will ensure further growth
Premium products offer potential to add value, while Millennials and Gen Z consumers will be the key targets for manufacturers
Small presence of private label and multinationals

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Pet Products in Poland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Environmental concerns shape new product development
Premiumisation trend continues apace
Advances in digital technology open up new opportunities

PROSPECTS AND OPPORTUNITIES

Premiumisation trend is set to continue but economic pressures could take their toll
Pet healthcare expected to receive further investment fuelled by ageing pet population
Internet retailing will grow in importance

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