

Pet Products in Portugal

April 2024

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Pet Products in Portugal - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

With the drop in purchasing power, families tend to be more cautious in their purchases Concern for pets' health and wellbeing drive innovation and launches The pet humanisation trend drives growth for shampoos and fragrances for pets

PROSPECTS AND OPPORTUNITIES

Pet products will continue to grow due to pet humanisation Technology and sustainability will be part of brand development The pandemic brought many challenges, but also opportunities for Portuguese companies

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DISCLAIMER

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