

Other Pet Food in Portugal

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cost is a major impediment to the adoption of other pets, but this is not the only factor
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

Continued declining number of other pets expected to impact sales of other pet food
Price promotions do not have a major impact in other pet food
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