



Cat Food in Greece

April 2024

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Cat Food in Greece - Category analysis

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2024 DEVELOPMENTS

Cat owners looking for more from their shopping experience

Premiumisation hits cat food despite economic pressures

Pet shops and superstores remains the key distribution channel despite the rise of supermarkets

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Polarisation set to continue with expanding pet cat and stray cat populations set to dictate demand

Health and indulgence likely to feature prominently on dinner menus for cats

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