

Other Pet Food in Greece

April 2024

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Other Pet Food in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fish food bubble bursts as economic pressures impact sales
Pet bird population in decline as questions around animal welfare arise
Reptiles retain a negative image in Greece

PROSPECTS AND OPPORTUNITIES

Small mammal food still has potential for growth but more investment required
Other pet food likely to remain a relatively niche area of the pet food market
Costly equipment could force people to trade down in fish and reptile food

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