

Other Pet Food in Austria

April 2023

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Other Pet Food in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand benefits from shift towards low maintenance pet options

Some scope for the development of value-added products, although consumers' continued preference for fresh food limits growth potential

Manufacturers focus on product innovation to maintain brand awareness

PROSPECTS AND OPPORTUNITIES

Sluggish performance expected, with fish food leading the way

Demand for higher-value products will remain limited compared to cat and dog food, with ongoing preference for natural foods limiting growth potential

Pet shops and superstores will retain the upper hand in terms of distribution

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