

# Dog Food in Portugal

April 2024

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## Dog Food in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

The impact of falling adoptions and purchasing power on dog food

With pet shelters full, and associations finding it increasingly difficult to cover costs, new legislation and individual actions help

Innovation, despite not having been the main focus of the companies, is amongst their strategies

#### PROSPECTS AND OPPORTUNITIES

Although there are likely to be challenges, companies will continue to invest in dog food, especially treats

Sustainability and regenerative practices a bet for the future

The product mix is part of companies' strategies to make their business profitable

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