

Dog Food in Austria

April 2023

Table of Contents

Dog Food in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improved performance in 2023, thanks to growing demand for premium offerings with specific health or convenience benefits

Dog treats constitute key driver of growth

Mars maintains its lead, amid growing competition from private label

PROSPECTS AND OPPORTUNITIES

Premiumisation trend is expected to prevail

Mars will retain its lead, despite the growing presence of private label and niche players

Pet shops and superstores will continue to be valued by consumers

CATEGORY INDICATORS

Table 1 - Dog Owning Households: % Analysis 2018-2023

Table 2 - Dog Population 2018-2023

Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 1 - Dog Food by Price Band 2023

Table 4 - Sales of Dog Food by Category: Volume 2018-2023

Table 5 - Sales of Dog Food by Category: Value 2018-2023

Table 6 - Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 7 - Sales of Dog Food by Category: % Value Growth 2018-2023

Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 10 - NBO Company Shares of Dog Food: % Value 2018-2022

Table 11 - LBN Brand Shares of Dog Food: % Value 2019-2022

Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 13 - Distribution of Dog Food by Format: % Value 2018-2023

Table 14 - Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 15 - Forecast Sales of Dog Food by Category: Value 2023-2028

Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 17 - Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

Pet Care in Austria - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 - Pet Populations 2018-2023

MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2018-2023

Table 20 - Sales of Pet Care by Category: Value 2018-2023

Table 21 - Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 22 - Sales of Pet Care by Category: % Value Growth 2018-2023

Table 23 - NBO Company Shares of Pet Food: % Value 2018-2022

Table 24 - LBN Brand Shares of Pet Food: % Value 2019-2022

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 28 - Distribution of Pet Care by Format: % Value 2018-2023

Table 29 - Distribution of Pet Care by Format and Category: % Value 2023

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 32 - Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 33 - Forecast Sales of Pet Care by Category: Value 2023-2028

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dog-food-in-austria/report.