

Cat Food in Greece

April 2024

Table of Contents

Cat Food in Greece - Category analysis

KEY DATA FINDINGS

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

PROSPECTS AND OPPORTUNITIES

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

Offline sales set to dominate due to preference for in-store assistance and advice

CATEGORY INDICATORS

Table 1 - Cat Owning Households: % Analysis 2019-2024

Table 2 - Cat Population 2019-2024

Table 3 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 1 - Cat Food by Price Band 2024

Table 4 - Sales of Cat Food by Category: Volume 2019-2024

Table 5 - Sales of Cat Food by Category: Value 2019-2024

Table 6 - Sales of Cat Food by Category: % Volume Growth 2019-2024

Table 7 - Sales of Cat Food by Category: % Value Growth 2019-2024

Table 8 - Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024

Table 9 - Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024

Table 10 - NBO Company Shares of Cat Food: % Value 2019-2023

Table 11 - LBN Brand Shares of Cat Food: % Value 2020-2023

Table 12 - LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023

Table 13 - Distribution of Cat Food by Format: % Value 2019-2024

Table 14 - Forecast Sales of Cat Food by Category: Volume 2024-2029

Table 15 - Forecast Sales of Cat Food by Category: Value 2024-2029

Table 16 - Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029

Table 17 - Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

Pet Care in Greece - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 - Pet Populations 2019-2024

MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2019-2024

Table 20 - Sales of Pet Care by Category: Value 2019-2024

Table 21 - Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 22 - Sales of Pet Care by Category: % Value Growth 2019-2024

Table 23 - NBO Company Shares of Pet Food: % Value 2019-2023

Table 24 - LBN Brand Shares of Pet Food: % Value 2020-2023

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 28 - Distribution of Pet Care by Format: % Value 2019-2024

Table 29 - Distribution of Pet Care by Format and Category: % Value 2024

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 32 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 33 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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/cat-food-in-greece/report.