

Other Pet Food in Austria

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

The easing of price increases supports retail volume growth for other pet food
Fressnapf Handels GmbH retains its lead while improving its share
Pet shops and superstores offer a wide variety of niche pet food options, leading sales

PROSPECTS AND OPPORTUNITIES

Growth will be driven by small mammals/reptile food, with a focus on premium solutions
Convenience, ease and subscription services are set to drive share for retail e-commerce
Sustainability, nutrition and personalised solutions are expected to be the focus of innovation

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