



**Euromonitor
International**

Dog Food in Portugal

May 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Ongoing premiumisation and demand for natural, locally sourced ingredients support growth in dog food

Mars Inc maintains leadership, while PetMaxi emerges as a key domestic innovator

Supermarkets remain dominant, but e-commerce grows due to price transparency and convenience

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Health and nutrition concerns to drive continued premiumisation and expansion of supplements

E-commerce poised for further expansion as price-savvy and younger consumers lead adoption

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