



Euromonitor  
International

# Other Pet Food in Hungary

May 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Rising demand for species-specific diets
- Private label continues to gain ground
- Pet shops and superstores deepen their dominance of distribution

PROSPECTS AND OPPORTUNITIES

- Increased focus on health and premium nutrition will underpin growth
- Lack of offline availability will continue to drive e-commerce growth
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