

Cat Food in Norway

Market Direction | 2022-06-21 | 25 pages | Euromonitor

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Report description:

After a stellar 2020, when pandemic restrictions boosted demand, the rate of growth in retail constant value sales (2022 prices) of cat food decelerated sharply in 2021 and continued to slow during 2022. Premiumisation remained the main driver of growth, with premium brands like Farmina, which were once mainly sold through pet shops and veterinary clinics, increasingly available through modern grocery retail outlets. However, to date, sales of premium brands through modern grocery retail outlets...

Euromonitor International's Cat Food in Norway report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cat Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Premiumisation continues to drive robust growth in retail value sales

Consumers increasingly look for sustainable ingredients and packaging

International brands remain dominant

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Premiumisation, sustainability and raw material costs will push up pricing

E-commerce will continue to expand, with omnichannel strategies increasingly the norm

The product offer in cat food will continue to widen

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