

Dog Food in Finland

Market Direction | 2022-06-20 | 28 pages | Euromonitor

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Report description:

The rate of growth in retail constant value sales (2022 prices) of dog food slowed slightly during 2022, with premiumisation remaining the dominant trend. More and more owners want the best nutrition for their dogs and are prepared to pay for it. There is a strong pet humanisation trend, which was accelerated by COVID-19 with people at home more often, for example adults working from home and children home from school for a period of time. This has resulted in stronger bonding between dog owners...

Euromonitor International's Dog Food in Finland 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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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More owners are prepared to pay a premium for high-quality ingredients
Steady growth in the canine population, with small dogs particularly popular
Growing awareness of canine dental hygiene boosts demand

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Local brands will continue to widen their distribution and grow in popularity
The number of consumers buying dog food online will steadily increase
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