

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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Table of Contents:

Dog Food in Finland
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List Of Contents And Tables

DOG FOOD IN FINLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY INDICATORS

Table 1 Dog Owning Households: % Analysis 2017-2022

Table 2 Dog Population 2017-2022

Table 3 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2017-2022

CATEGORY DATA

Summary 1 Dog Food by Price Band 2022

Table 4 Sales of Dog Food by Category: Volume 2017-2022

Table 5 Sales of Dog Food by Category: Value 2017-2022

Table 6 Sales of Dog Food by Category: % Volume Growth 2017-2022

Table 7 Sales of Dog Food by Category: % Value Growth 2017-2022

Table 8 Sales of Dry Dog Food by Life-Cycle: % Value 2017-2022

Table 9 Sales of Wet Dog Food by Life-Cycle: % Value 2017-2022

Table 10 NBO Company Shares of Dog Food: % Value 2017-2021

Table 11 LBN Brand Shares of Dog Food: % Value 2018-2021

Table 12 LBN Brand Shares of Dog Treats and Mixers: % Value 2018-2021

Table 13 Distribution of Dog Food by Format: % Value 2017-2022

Table 14 Forecast Sales of Dog Food by Category: Volume 2022-2027

Table 15 Forecast Sales of Dog Food by Category: Value 2022-2027

Table 16 Forecast Sales of Dog Food by Category: % Volume Growth 2022-2027

Table 17 Forecast Sales of Dog Food by Category: % Value Growth 2022-2027

PET CARE IN FINLAND

EXECUTIVE SUMMARY

Pet care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2017-2022

MARKET DATA

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Table 19 Sales of Pet Food by Category: Volume 2017-2022
Table 20 Sales of Pet Care by Category: Value 2017-2022
Table 21 Sales of Pet Food by Category: % Volume Growth 2017-2022
Table 22 Sales of Pet Care by Category: % Value Growth 2017-2022
Table 23 NBO Company Shares of Pet Food: % Value 2017-2021
Table 24 LBN Brand Shares of Pet Food: % Value 2018-2021
Table 25 NBO Company Shares of Dog and Cat Food: % Value 2017-2021
Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2018-2021
Table 27 □ Penetration of Private Label in Pet Care by Category: % Value 2017-2022
Table 28 □ Distribution of Pet Care by Format: % Value 2017-2022
Table 29 □ Distribution of Pet Care by Format and Category: % Value 2022
Table 30 □ Distribution of Dog and Cat Food by Format: % Value 2017-2022
Table 31 □ Distribution of Dog and Cat Food by Format and Category: % Value 2022
Table 32 □ Forecast Sales of Pet Food by Category: Volume 2022-2027
Table 33 □ Forecast Sales of Pet Care by Category: Value 2022-2027
Table 34 □ Forecast Sales of Pet Food by Category: % Volume Growth 2022-2027
Table 35 □ Forecast Sales of Pet Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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