

Other Pet Food in Denmark

Market Direction | 2022-06-20 | 23 pages | Euromonitor

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Report description:

Danish pet food producer Natural Brande A/S, which is present in all pet food categories with its Arion brand, decided to withdraw from fish food sales in 2021. An ongoing decline in the pet fish population and strong competition from international brands led the company to re-evaluate the potential of fish food with it choosing to instead focus on pet food categories which it perceived to have greater growth prospects. Fish food remains a highly fragmented category with no standout leader and w...

Euromonitor International's Other Pet Food in Denmark 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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Natural Brande exits fish food

Value growth benefits from premiumisation in bird food

Rabbits remain popular pets in Denmark while pet humanisation fuels sales

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