

Pet Care in Norway

Market Direction | 2022-06-21 | 51 pages | Euromonitor

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Report description:

Pet care retail constant value sales (2021 prices) continued to expand at a robust pace in 2022 -?albeit at a significantly slower pace than in either 2020 or 2021, when COVID-19 provided a boost to both the pet population and deepened the pet humanisation trend, as lockdown restrictions meant that their owners spent more time with them. This was particularly the case for dogs and cats, with the strong premiumisation trend in both dog and cat food continuing into 2022. Local consumers continue t...

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

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

Why buy this report?

- * Get a detailed picture of the Pet Care 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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Local and regional brands gain consumer trust

E-commerce continues to grow in importance

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Health and wellness trend will deepen

E-commerce will go mainstream

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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

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