

Pet Products in Norway

Market Direction | 2022-06-21 | 22 pages | Euromonitor

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Report description:

While the rate of growth in retail constant value sales of pet products continued to slow from the pandemic-induced peak of 2020 during 2022, it remained robust, with demand for other pet products, such as pet toys and pet clothing, particularly strong. The pet humanisation trend remains the main driver of this growth, with a growing number of dogs and cats being treated as family members, in addition to an expanding pet population.

Euromonitor International's Pet Products 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 Litter, Other Pet Products, Pet Healthcare.

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 Products 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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PET PRODUCTS IN NORWAY

KEY DATA FINDINGS

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Pet humanisation and expanding pet population continue to drive robust growth

Other pet products are increasingly available online

Fragmented competitive landscape is characterised by frequent new product launches

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More cat owners will opt for better quality and more sustainable cat litter

Pet healthcare providers will increasingly work with retailers and insurance companies

Pet shops will face more intense competition

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