

Dog Food in Finland

Market Direction | 2023-04-26 | 27 pages | Euromonitor

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Report description:

While prices for dog food have gone up significantly as a result of inflation, premium food sales still saw growth in current retail volume terms as many Finnish consumers prioritise maintaining a consistent, healthy diet for their pets. This is because changing a pet's diet can take time and lead to digestive upsets and health problems, which can be both upsetting and costly in the long run.

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 2018-2022, 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 2027 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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DOG FOOD IN FINLAND

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2023 DEVELOPMENTS

Despite inflation, Finns are prepared to pay a premium for high-quality dog food

Steady growth in the canine population supports category growth

Mars maintains the lead thanks to ubiquity of Pedigree brand

PROSPECTS AND OPPORTUNITIES

Local brands will continue to widen their distribution and grow in popularity

More consumers will buy dog food online in the years ahead

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