

Pet Care in Finland

Market Direction | 2023-04-26 | 52 pages | Euromonitor

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Report description:

Initial price increases as a result of inflation were visible in pet care at the end of spring 2022. Despite reduced purchasing power, Finns remain relatively consistent about their pets' diets, especially in the case of dogs, reducing spending on food for themselves in order to avoid potential pet health problems.

Euromonitor International's Pet Care 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: 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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Steady growth in the canine population supports category growth

Mars maintains the lead thanks to ubiquity of Pedigree brand

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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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