

Pet Products in Finland

Market Direction | 2023-04-26 | 23 pages | Euromonitor

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Report description:

Pet healthcare, dominated by specialist players who are not present in other pet care categories (with the exception of Best Friend Group), is by far the most dynamic category in pet products, recording double-digit annual growth in current retail value sales throughout the review period.

Euromonitor International's Pet Products 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: 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 FINLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pet humanisation trend continues to drive dynamic growth in pet healthcare

Private label cat litter increasingly popular, but premium variants drive value growth

Pet shops remain the leading distribution channel, but e-commerce is growing in popularity

PROSPECTS AND OPPORTUNITIES

Pet humanisation trend will continue to drive interest in pet healthcare over the forecast period

Pet healthcare will mature, but supplementation will become more commonplace

E-commerce will continue to gain ground, leading to fragmentation

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