

Cat Food in Norway

Market Direction | 2023-05-10 | 25 pages | Euromonitor

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Report description:

Cat food manufacturers saw raw material and production costs surge in 2022 due to inflationary pressures fuelled by the global recovery from the pandemic and Russia's invasion of Ukraine. Several players initially opted to delay passing cost increases on to consumers so as not to undermine their competitiveness, including overall category leader Nestle Norge. This strategy has since become unviable for most as inflation has remained stubbornly high, hence many companies imposed price hikes at th...

Euromonitor International's Cat Food 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 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 Treats and Mixers, Dry Cat Food, Wet Cat 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 Cat 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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CAT FOOD IN NORWAY

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Health concerns and retail price promotions limit trading down

Larger multipacks gain popularity in wet cat food

Increased budget-consciousness boosts demand in the mid-priced segment

PROSPECTS AND OPPORTUNITIES

Maturity and slower growth in cat population expected to constrain demand

Further price hikes likely to result in greater polarisation

Sustainability trend will remain muted while inflationary pressures persist

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