

## **Dog Food in Norway**

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

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### **Report description:**

Dog treats and mixers is set to be the most dynamic category within dog food in volume growth terms in 2023. This is mainly due to the positive performance of treats, demand for which remains resilient despite the fact that their non-essential status puts them somewhat at odds with the increased tendency of Norwegians to curb overall spending on pet care due to the rising cost of living. That so many consumers continue to regularly buy these products is partly explained by pet humanisation, whic...

Euromonitor International's Dog 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: 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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