

Other Pet Food in Norway

Market Direction | 2023-05-10 | 22 pages | Euromonitor

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Report description:

Many people in Norway have recently become more reluctant to acquire new pets as the cost of living has increased sharply due to the prolonged spike in inflation and the pace of life has accelerated in line with the easing of the pandemic. As a result, the country's pet bird, small mammal and reptile populations are set to remain static in 2023, while the pet fish population is expected to decline slightly. This has inevitably weakened demand for other pet food, with total volume sales projected...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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OTHER PET FOOD IN NORWAY

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Overall demand falls as other pet population stagnates
Other pet food sales via grocery retailers remain very low
Health-oriented small mammal food products continue to gain popularity

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Prepared products likely to face increased threat from home-made alternatives
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