

Pet Care in Norway

Market Direction | 2023-05-10 | 50 pages | Euromonitor

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Report description:

Pet care in Norway is poised to perform reasonably well on the whole in 2023, with robust growth in overall current value sales projected and total volume sales of pet food set to increase slightly after having contracted in 2022. However, because the boom in pet ownership that followed the outbreak of COVID-19 has now largely subsided, demand across the market remains somewhat subdued. As the pace of life accelerates with the return to pre-pandemic routines and the cost of living continues to r...

Euromonitor International's Pet Care 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: 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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Larger and more economical pack sizes favoured as inflationary pressures bite

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Private label penetration expected to increase

Premiumisation should pick up as macroeconomic conditions improve

Rise in cross-border shopping likely to temper volume sales growth

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