

## **Pet Products in Denmark**

Market Direction | 2023-05-09 | 22 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

With the total pet population in Denmark shrinking due to the rising cost of living and the resumption of pre-pandemic routines, overall demand for pet products has slowed in 2023. In the other pet products category, volume sales have been further subdued by the fact that many people purchased longer-lasting items such as beds, toys, clothes, collars and other accessories for dogs and cats during the prolonged period of lockdowns and home seclusion that followed the outbreak of COVID-19, when ow...

Euromonitor International's Pet Products in Denmark 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Pet Products in Denmark  
Euromonitor International  
May 2023

### List Of Contents And Tables

#### PET PRODUCTS IN DENMARK

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Falling pet ownership and increasing maturity restrict demand

Danes show growing interest in higher-end cat litter products

Modern grocery retailers continue to expand their pet products assortments

##### PROSPECTS AND OPPORTUNITIES

Pet healthcare expected to record strongest growth in current value sales

Demand for accessories with health and enrichment benefits set to increase

Interest in grooming accessories should rise as owners curb spending on pet salons

##### CATEGORY DATA

Table 1 Sales of Pet Products by Category: Value 2018-2023

Table 2 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 3 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 4 Sales of Other Pet Products by Type: % Value 2018-2023

Table 5 NBO Company Shares of Pet Products: % Value 2018-2022

Table 6 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 7 Distribution of Pet Products by Format: % Value 2018-2023

Table 8 Forecast Sales of Pet Products by Category: Value 2023-2028

Table 9 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

#### PET CARE IN DENMARK

##### EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

##### MARKET INDICATORS

Table 10 Pet Populations 2018-2023

##### MARKET DATA

Table 11 Sales of Pet Food by Category: Volume 2018-2023

Table 12 Sales of Pet Care by Category: Value 2018-2023

Table 13 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 14 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Pet Food: % Value 2018-2022

Table 16 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 17 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 18 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 19 □ Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 20 □ Distribution of Pet Care by Format: % Value 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 □Distribution of Pet Care by Format and Category: % Value 2023  
Table 22 □Distribution of Dog and Cat Food by Format: % Value 2018-2023  
Table 23 □Distribution of Dog and Cat Food by Format and Category: % Value 2023  
Table 24 □Forecast Sales of Pet Food by Category: Volume 2023-2028  
Table 25 □Forecast Sales of Pet Care by Category: Value 2023-2028  
Table 26 □Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028  
Table 27 □Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Pet Products in Denmark

Market Direction | 2023-05-09 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com