

Other Pet Food in Denmark

Market Direction | 2024-04-25 | 22 pages | Euromonitor

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Report description:

In Denmark, other pet foods, such as that suitable for birds, fish, small mammals, and reptile food, has continued to decline in retail volume terms throughout the latter half of the review period, including in 2023. This contraction is tied to a combination of factors: diminishing pet populations in these categories, lifestyle shifts post-pandemic leading to busier schedules and significant inflation impacting the cost of living. These economic and social changes have led to a decline in new pe...

Euromonitor International's Other Pet Food 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 2019-2023, 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 2028 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 DENMARK

KEY DATA FINDINGS

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Total volume sales decline in 2023 as other pet populations continue to shrink

Trading up helps to maintain robust growth in current value sales

Chrisco, Best Friend and Vitakraft remain the top three players in an arena with little innovation

PROSPECTS AND OPPORTUNITIES

Private label lines expected to gain ground in the years ahead

Declining trend in other pet population will continue to weaken demand

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