

## **Pet Products in Denmark**

Market Direction | 2024-04-25 | 21 pages | Euromonitor

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### **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 slowed in 2023, and this is set to continue in 2024. 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...

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 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: 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.

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Euromonitor International  
April 2024

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Danes show growing interest in higher-end cat litter products

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Demand for accessories with health and enrichment benefits set to increase

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