

Dog Food in Finland

Market Direction | 2024-04-29 | 26 pages | Euromonitor

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Report description:

The pet dog population remained stable in 2023 but households came under growing pressure due to high inflation and a rise in the cost of living. This was reflected in double-digit growth in current value terms in dog food but only modest growth in retail volume terms as consumers were forced to reign in their spending. This situation also had an impact on the strategies of dog food companies. Local player ROVIO Pet Food is known for its locally sourced high-quality dog food brand Werraton. Howe...

Euromonitor International's Dog Food in Finland 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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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Euromonitor International
April 2024

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