

Dog Food in Norway

Market Direction | 2024-04-29 | 25 pages | Euromonitor

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Report description:

Sales of dog food declined in volume terms over 2023. Price increases affected consumer shopping habits with fewer people buying dog food in higher volumes as they looked to manage their budgets. Promotional activities subsided quite substantially and price increases that were delayed over 2022 became visible in 2023 as companies were severely tested by a significant drop in profit margins, both on the manufacturer and retailer sides. Despite a difficult year, where possible most dog owners trie...

Euromonitor International's Dog Food 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 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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Table of Contents:

Dog Food in Norway
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List Of Contents And Tables

DOG FOOD IN NORWAY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures take their toll on dog food sales but owners remain loyal to their preferred products

Local players expanding the range of dog treats and mixers

Discounters pick up share but distribution landscape remains fairly stable

PROSPECTS AND OPPORTUNITIES

Acquisitions, new product development and marketing should all support a recovery in dog food as the economy stabilises

E-commerce still full of potential despite seeing slower growth

Dog treats expected to become healthier and more sophisticated

CATEGORY INDICATORS

Table 1 Dog Owning Households: % Analysis 2019-2024

Table 2 Dog Population 2019-2024

Table 3 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 1 Dog Food by Price Band 2024

Table 4 Sales of Dog Food by Category: Volume 2019-2024

Table 5 Sales of Dog Food by Category: Value 2019-2024

Table 6 Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 7 Sales of Dog Food by Category: % Value Growth 2019-2024

Table 8 Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 9 Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 10 □NBO Company Shares of Dog Food: % Value 2019-2023

Table 11 □LBN Brand Shares of Dog Food: % Value 2020-2023

Table 12 □LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 13 □Distribution of Dog Food by Format: % Value 2019-2024

Table 14 □Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 15 □Forecast Sales of Dog Food by Category: Value 2024-2029

Table 16 □Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 17 □Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

PET CARE IN NORWAY

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2019-2024

MARKET DATA

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Table 19 Sales of Pet Food by Category: Volume 2019-2024
Table 20 Sales of Pet Care by Category: Value 2019-2024
Table 21 Sales of Pet Food by Category: % Volume Growth 2019-2024
Table 22 Sales of Pet Care by Category: % Value Growth 2019-2024
Table 23 NBO Company Shares of Pet Food: % Value 2019-2023
Table 24 LBN Brand Shares of Pet Food: % Value 2020-2023
Table 25 NBO Company Shares of Dog and Cat Food: % Value 2019-2023
Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023
Table 27 □ Penetration of Private Label in Pet Care by Category: % Value 2019-2024
Table 28 □ Distribution of Pet Care by Format: % Value 2019-2024
Table 29 □ Distribution of Pet Care by Format and Category: % Value 2024
Table 30 □ Distribution of Dog and Cat Food by Format: % Value 2019-2024
Table 31 □ Distribution of Dog and Cat Food by Format and Category: % Value 2024
Table 32 □ Forecast Sales of Pet Food by Category: Volume 2024-2029
Table 33 □ Forecast Sales of Pet Care by Category: Value 2024-2029
Table 34 □ Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029
Table 35 □ Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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