

Other Pet Food in Sweden

Market Direction | 2024-04-30 | 21 pages | Euromonitor

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Report description:

In 2024, other pet food in Sweden is recording a decline in retail volume, while birds, fish, and small mammal food is expected to record retail value growth. This uptrend is primarily the result of rising unit prices attributed to inflation and a shift towards higher quality, premium products. While not as prominent as seen in the dog and cat categories, pet humanisation is influencing owners to opt for pet foods with functional health benefits, particularly for birds and small mammals. Moreover...

Euromonitor International's Other Pet Food in Sweden 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 SWEDEN

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Rising prices and a shift to premium goods?drives?retail value?growth

Players focus on innovations that offer natural treats to small?mammals

E-commerce rises as owners appreciate the wider range of options?available

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Opportunity for private?label?to grow as players focus on affordable quality

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