

Pet Care in Denmark

Market Direction | 2024-04-25 | 50 pages | Euromonitor

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Report description:

In Denmark, the pet population is declining due to rising living costs and a return to pre-pandemic lifestyles. 2023 registered a decrease in new dog registrations, signalling a probable reduction in the overall canine population by the end of 2024. There is also a noticeable shift from bigger dog breeds towards smaller ones. The population decline is not confined to dogs alone; smaller pets, in general, are seeing a decrease with little indication of turnaround.

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

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 Care 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:

Pet Care in Denmark
Euromonitor International
April 2024

List Of Contents And Tables

PET CARE IN DENMARK

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 1 Pet Populations 2019-2024

MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2019-2024

Table 3 Sales of Pet Care by Category: Value 2019-2024

Table 4 Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 5 Sales of Pet Care by Category: % Value Growth 2019-2024

Table 6 NBO Company Shares of Pet Food: % Value 2019-2023

Table 7 LBN Brand Shares of Pet Food: % Value 2020-2023

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 10 □Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 11 □Distribution of Pet Care by Format: % Value 2019-2024

Table 12 □Distribution of Pet Care by Format and Category: % Value 2024

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

Table 14 □Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 15 □Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 16 □Forecast Sales of Pet Care by Category: Value 2024-2029

Table 17 □Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 18 □Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

DOG FOOD IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category maturity and inflation lead to only modest growth in 2024

Humanisation trend benefits the category overall in 2024

Post-pandemic return to in-store shopping limits growth in e-commerce

PROSPECTS AND OPPORTUNITIES

Subscription model has significant scope for growth in the years ahead

Ongoing inflation may drive Danes to seek offers and discounts

Sustainability concerns set to drive interest in alternative dog foods

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CATEGORY INDICATORS

Table 41 Dog Owning Households: % Analysis 2019-2024

Table 42 Dog Population 2019-2024

Table 43 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 2 Dog Food by Price Band 2024

Table 44 Sales of Dog Food by Category: Volume 2019-2024

Table 45 Sales of Dog Food by Category: Value 2019-2024

Table 46 Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 47 Sales of Dog Food by Category: % Value Growth 2019-2024

Table 48 Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 49 Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 50 □NBO Company Shares of Dog Food: % Value 2019-2023

Table 51 □LBN Brand Shares of Dog Food: % Value 2020-2023

Table 52 □LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 53 □Distribution of Dog Food by Format: % Value 2019-2024

Table 54 □Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 55 □Forecast Sales of Dog Food by Category: Value 2024-2029

Table 56 □Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 57 □Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

CAT FOOD IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume and current value growth anticipated, albeit at muted levels

Humanisation trend visible in cat food sees cat treats register best performance

Relatively low brand loyalty favours mid-priced brands and private label

PROSPECTS AND OPPORTUNITIES

The future is rosy for private label offerings amid ongoing inflation

Sustainability will remain a key concern for Danes in the years ahead

Scope for innovation in health-oriented offerings as Danes look to maintain feline health

CATEGORY INDICATORS

Table 58 Cat Owning Households: % Analysis 2019-2024

Table 59 Cat Population 2019-2024

Table 60 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 3 Cat Food by Price Band 2024

Table 61 Sales of Cat Food by Category: Volume 2019-2024

Table 62 Sales of Cat Food by Category: Value 2019-2024

Table 63 Sales of Cat Food by Category: % Volume Growth 2019-2024

Table 64 Sales of Cat Food by Category: % Value Growth 2019-2024

Table 65 Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024

Table 66 Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024

Table 67 □NBO Company Shares of Cat Food: % Value 2019-2023

Table 68 □LBN Brand Shares of Cat Food: % Value 2020-2023

Table 69 □LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023

Table 70 □Distribution of Cat Food by Format: % Value 2019-2024

Table 71 □Forecast Sales of Cat Food by Category: Volume 2024-2029

Table 72 □Forecast Sales of Cat Food by Category: Value 2024-2029

Table 73 □Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029

Table 74 □Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

OTHER PET FOOD IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

Commercial other pet food may face increasing challenge from home-made variants

CATEGORY INDICATORS

Table 19 Other Pet Population 2019-2024

CATEGORY DATA

Table 20 Sales of Other Pet Food by Category: Volume 2019-2024

Table 21 Sales of Other Pet Food by Category: Value 2019-2024

Table 22 Sales of Other Pet Food by Category: % Volume Growth 2019-2024

Table 23 Sales of Other Pet Food by Category: % Value Growth 2019-2024

Table 24 LBN Brand Shares of Bird Food: % Value 2020-2023

Table 25 LBN Brand Shares of Fish Food: % Value 2020-2023

Table 26 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023

Table 27 Distribution of Other Pet Food by Format: % Value 2019-2024

Table 28 □Forecast Sales of Other Pet Food by Category: Volume 2024-2029

Table 29 □Forecast Sales of Other Pet Food by Category: Value 2024-2029

Table 30 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029

Table 31 □Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

PET PRODUCTS IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Falling pet ownership and increasing maturity restrict demand

Danes show growing interest in higher-end cat litter products

Pet shops and superstores faces ongoing competition from modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Pet healthcare will continue to drive category growth in the years ahead

Demand for accessories with health and enrichment benefits set to increase

Interest in grooming accessories set to rise as owners curb spending on pet salons

CATEGORY DATA

Table 32 Sales of Pet Products by Category: Value 2019-2024

Table 33 Sales of Pet Products by Category: % Value Growth 2019-2024

Table 34 Sales of Pet Healthcare by Type: % Value 2019-2024

Table 35 Sales of Other Pet Products by Type: % Value 2019-2024

Table 36 NBO Company Shares of Pet Products: % Value 2019-2023

Table 37 LBN Brand Shares of Pet Products: % Value 2020-2023

Table 38 Distribution of Pet Products by Format: % Value 2019-2024

Table 39 Forecast Sales of Pet Products by Category: Value 2024-2029

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Table 40 Forecast Sales of Pet Products by Category: % Value Growth 2024-2029

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