

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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Humanisation trend benefits the category overall in 2024

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PROSPECTS AND OPPORTUNITIES

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Ongoing inflation may drive Danes to seek offers and discounts

Sustainability concerns set to drive interest in alternative dog foods

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PROSPECTS AND OPPORTUNITIES

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