

# **Pet Care in Finland**

Market Direction | 2024-04-29 | 50 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

# Report description:

Finland has relatively strict animal welfare regulations compared to many other markets and these have been further enhanced. Starting from 1 January 2024, the rules for keeping an animal at home have become even stricter as authorities seek to ensure a high standard of care for domestic animals. The Animal Welfare Act 693/2023 ?21 states that all animals in permanent holding places must have access to a water supply at all times - this applies to all mammals and birds. This means that dogs kept...

Euromonitor International's Pet Care 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: 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.

### **Table of Contents:**

Pet Care in Finland Euromonitor International April 2024

List Of Contents And Tables

PET CARE IN FINLAND

**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

**DISCLAIMER** 

**SOURCES** 

Summary 1 Research Sources

DOG FOOD IN FINLAND

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

ROVIO launches more affordable local dog food brand

Sustainability concerns informing new product development and innovation in dog food

Raw dog food showing signs of promise but guestions and concerns remain

PROSPECTS AND OPPORTUNITIES

Dog treats becoming healthier and more enjoyable

Data analysis could be key in new product development and innovation

Health on the menu as players invest in dog food

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

#### CATEGORY INDICATORS

Table 19 Dog Owning Households: % Analysis 2019-2024

Table 20 Dog Population 2019-2024

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

**CATEGORY DATA** 

Summary 2 Dog Food by Price Band 2024

Table 22 Sales of Dog Food by Category: Volume 2019-2024

Table 23 Sales of Dog Food by Category: Value 2019-2024

Table 24 Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 25 Sales of Dog Food by Category: % Value Growth 2019-2024

Table 26 Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 28 NBO Company Shares of Dog Food: % Value 2019-2023

Table 29 ∏LBN Brand Shares of Dog Food: % Value 2020-2023

Table 30 ☐LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 31 Distribution of Dog Food by Format: % Value 2019-2024

Table 32 ∏Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 33 [Forecast Sales of Dog Food by Category: Value 2024-2029

Table 34 [Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 35 [Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

CAT FOOD IN FINLAND

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Health-focused cat food growing in popularity

Cat treats becoming healthier and more sophisticated

Sustainability a growing concern for cat owners

PROSPECTS AND OPPORTUNITIES

Finnish cat food could see strong gains over the forecast period

Raw cat food could show promise as owners look for healthier options for their pets

Cat population set to continue rising to the benefit of cat food sales

CATEGORY INDICATORS

Table 36 Cat Owning Households: % Analysis 2019-2024

Table 37 Cat Population 2019-2024

Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

**CATEGORY DATA** 

Summary 3 Cat Food by Price Band 2024

Table 39 Sales of Cat Food by Category: Volume 2019-2024

Table 40 Sales of Cat Food by Category: Value 2019-2024

Table 41 Sales of Cat Food by Category: % Volume Growth 2019-2024

Table 42 Sales of Cat Food by Category: % Value Growth 2019-2024

Table 43 Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024

Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024

Table 45 □NBO Company Shares of Cat Food: % Value 2019-2023

Table 46 ☐LBN Brand Shares of Cat Food: % Value 2020-2023

Table 47 [LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023

Table 48 [Distribution of Cat Food by Format: % Value 2019-2024

Table 49 ☐Forecast Sales of Cat Food by Category: Volume 2024-2029

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 50 [Forecast Sales of Cat Food by Category: Value 2024-2029

Table 51 [Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029

Table 52 ☐Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

OTHER PET FOOD IN FINLAND

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Decline in the other pet population limi9ts growth opportunities

Small mammal food benefits from healthier and more sustainable product launches

Vafo expands into other pet food

PROSPECTS AND OPPORTUNITIES

Focus likely to be on adding value with volume sales set to stagnate

Limited distribution remains an obstacle to stronger growth

Treats could offer potential as owners look to form a closer bond with their pets

**CATEGORY INDICATORS** 

Table 53 Other Pet Population 2019-2024

**CATEGORY DATA** 

Table 54 Sales of Other Pet Food by Category: Volume 2019-2024

Table 55 Sales of Other Pet Food by Category: Value 2019-2024

Table 56 Sales of Other Pet Food by Category: % Volume Growth 2019-2024

Table 57 Sales of Other Pet Food by Category: % Value Growth 2019-2024

Table 58 LBN Brand Shares of Bird Food: % Value 2020-2023

Table 59 LBN Brand Shares of Fish Food: % Value 2020-2023

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023

Table 61 Distribution of Other Pet Food by Format: % Value 2019-2024

Table 62 ☐Forecast Sales of Other Pet Food by Category: Volume 2024-2029

Table 63 [Forecast Sales of Other Pet Food by Category: Value 2024-2029

Table 64  $\square$ Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029

Table 65 | Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

PET PRODUCTS IN FINLAND

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Veterinary services hike prices but pet healthcare continues to see strong growth in 2024

Pet dietary supplements now targeting smaller pets too

Private label retains a prominent role in cat litter

PROSPECTS AND OPPORTUNITIES

E-commerce still showing signs of promise despite increasing maturity

Natural treatments and remedies could find favour if they can demonstrate their efficacy

Pet accessories still full of promise

**CATEGORY DATA** 

Table 66 Sales of Pet Products by Category: Value 2019-2024

Table 67 Sales of Pet Products by Category: % Value Growth 2019-2024

Table 68 Sales of Pet Healthcare by Type: % Value 2019-2024

Table 69 Sales of Other Pet Products by Type: % Value 2019-2024

Table 70 NBO Company Shares of Pet Products: % Value 2019-2023

Table 71 LBN Brand Shares of Pet Products: % Value 2020-2023

Table 72 Distribution of Pet Products by Format: % Value 2019-2024

Table 73 Forecast Sales of Pet Products by Category: Value 2024-2029

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

otts International. EU Vat number: PL 6772247784	
l. 0048 603 394 346 e-mail: support@scotts-international.com ww.scotts-international.com	

Table 74 Forecast Sales of Pet Products by Category: % Value Growth 2024-2029



☐ - Print this form

To place an Order with Scotts International:

 $\hfill \Box$  - Complete the relevant blank fields and sign

# **Pet Care in Finland**

Market Direction | 2024-04-29 | 50 pages | Euromonitor

Select license	License			Price
	Single User Licence			€1750.00
	Multiple User License (1 Site)			
	Multiple User License (Gl	lobal)		€5250.00
				'AT
			То	tal
** VAT will be added	at 23% for Polish based comp		@scotts-international.com or 0048 60 companies who are unable to provide	e a valid EU Vat
	at 23% for Polish based comp	anies, individuals and EU based		e a valid EU Vat
mail*	at 23% for Polish based comp	anies, individuals and EU based  Phone*		e a valid EU Vat
mail*	at 23% for Polish based comp	anies, individuals and EU based		e a valid EU Vat
mail* irst Name*	at 23% for Polish based comp	anies, individuals and EU based  Phone*		e a valid EU Vat
mail* irst Name* ob title*	at 23% for Polish based comp	anies, individuals and EU based  Phone*	companies who are unable to provide	e a valid EU Vat
Email* First Name* ob title* Company Name*	at 23% for Polish based comp	Phone*  Last Name*	companies who are unable to provide	e a valid EU Vat
Email*  First Name*  Tob title*  Company Name*  Address*	at 23% for Polish based comp	Phone*  Last Name*  EU Vat / Tax ID	companies who are unable to provide	e a valid EU Vat
Email* First Name* lob title* Company Name* Address*	at 23% for Polish based comp	Phone*  Last Name*  EU Vat / Tax ID  City*	companies who are unable to provide	e a valid EU Vat
** VAT will be added  Email*  First Name*  Job title*  Company Name*  Address*  Zip Code*	at 23% for Polish based comp	Phone*  Last Name*  EU Vat / Tax ID  City*  Country*	/ NIP number*	e a valid EU

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com www.scotts-international.com