

Cat Food in Finland

Market Direction | 2024-04-29 | 26 pages | Euromonitor

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Report description:

Trading down did not have a significant impact on sales of cat food in 2023 despite price increases and a sharp rise in the cost of living. The quality of the cat food remains a top priority for Finns and thus they are generally reluctant to trade down to cheaper products, with this ensuring that sales have remained relatively stable in 2024 in retail volume terms. Due to the focus on quality the market continued to welcome new novelties in 2023/2024 targeting health issues. For example, Royal C...

Euromonitor International's Cat Food 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: Cat Treats and Mixers, Dry Cat Food, Wet Cat 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 Cat 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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