

Dog Food in Norway

Market Direction | 2024-04-29 | 25 pages | Euromonitor

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Report description:

Sales of dog food declined in volume terms over 2023. Price increases affected consumer shopping habits with fewer people buying dog food in higher volumes as they looked to manage their budgets. Promotional activities subsided quite substantially and price increases that were delayed over 2022 became visible in 2023 as companies were severely tested by a significant drop in profit margins, both on the manufacturer and retailer sides. Despite a difficult year, where possible most dog owners trie...

Euromonitor International's Dog Food in Norway 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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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Local players expanding the range of dog treats and mixers

Discounters pick up share but distribution landscape remains fairly stable

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