

Other Pet Food in Finland

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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Report description:

Other pet food is a much smaller area of the market than dog and cat food, but despite various challenges the category sustained relatively stable sales during the course of the review period. Various small mammals are often bought as beginner pets for families with small children, which helps to support sales of small mammal food. Nonetheless, dogs and cats remain most popular pet choice. Meanwhile, the least enthusiasm is reserved for pet birds and reptiles. Difficult upkeep and expensive equi...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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Decline in the other pet population limits growth opportunities

Small mammal food benefits from healthier and more sustainable product launches

Vafo expands into other pet food

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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

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