

Pet Products in Sweden

Market Direction | 2024-04-30 | 21 pages | Euromonitor

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Report description:

In 2024, pet products are recording positive retail value growth, driven by other pet products and pet healthcare. Supplements for large animals, such as cats and dogs, are extensively developed and easily accessible in most pet aisles. Conversely, supplementation for small animals is often considered niche. However, there are indications of expansion into the small animal segment. Arken Zoo has recently introduced its brand Oxbow on shelves, offering various supplements that support the general...

Euromonitor International's Pet Products in Sweden 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 Litter, Other Pet Products, Pet Healthcare.

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 Products 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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Other pet products and pet health care drive retail value growth

Owners look to spoil their pets, leading grocery stores to focus on impulse purchases

Private label holds a strong position in cat litter, offering an appealing price quality ratio

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Pet owners invest in pet healthcare while the landscape focuses on innovation

Opportunity for private label to expand as consumers focus on cost savings

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