

# Dog Food in Norway

April 2024

**Table of Contents** 

# Dog Food in Norway - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Economic pressures take their toll on dog food sales but owners remain loyal to their preferred products

Local players expanding the range of dog treats and mixers

Discounters pick up share but distribution landscape remains fairly stable

## PROSPECTS AND OPPORTUNITIES

Acquisitions, new product development and marketing should all support a recovery in dog food as the economy stabilises

E-commerce still full of potential despite seeing slower growth

Dog treats expected to become healthier and more sophisticated

#### **CATEGORY INDICATORS**

Table 1 - Dog Owning Households: % Analysis 2019-2024

Table 2 - Dog Population 2019-2024

Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

## **CATEGORY DATA**

Summary 1 - Dog Food by Price Band 2024

Table 4 - Sales of Dog Food by Category: Volume 2019-2024

Table 5 - Sales of Dog Food by Category: Value 2019-2024

Table 6 - Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 7 - Sales of Dog Food by Category: % Value Growth 2019-2024

Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 10 - NBO Company Shares of Dog Food: % Value 2019-2023

Table 11 - LBN Brand Shares of Dog Food: % Value 2020-2023

Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 13 - Distribution of Dog Food by Format: % Value 2019-2024

Table 14 - Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 15 - Forecast Sales of Dog Food by Category: Value 2024-2029

Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 17 - Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

# Pet Care in Norway - Industry Overview

## **EXECUTIVE SUMMARY**

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

# MARKET INDICATORS

Table 18 - Pet Populations 2019-2024

# MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2019-2024

Table 20 - Sales of Pet Care by Category: Value 2019-2024

Table 21 - Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 22 - Sales of Pet Care by Category: % Value Growth 2019-2024

Table 23 - NBO Company Shares of Pet Food: % Value 2019-2023

- Table 24 LBN Brand Shares of Pet Food: % Value 2020-2023
- Table 25 NBO Company Shares of Dog and Cat Food: % Value 2019-2023
- Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023
- Table 27 Penetration of Private Label in Pet Care by Category: % Value 2019-2024
- Table 28 Distribution of Pet Care by Format: % Value 2019-2024
- Table 29 Distribution of Pet Care by Format and Category: % Value 2024
- Table 30 Distribution of Dog and Cat Food by Format: % Value 2019-2024
- Table 31 Distribution of Dog and Cat Food by Format and Category: % Value 2024
- Table 32 Forecast Sales of Pet Food by Category: Volume 2024-2029
- Table 33 Forecast Sales of Pet Care by Category: Value 2024-2029
- Table 34 Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029
- Table 35 Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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## **SOURCES**

Summary 2 - Research Sources

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