

# Pet Products in Denmark

April 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Falling pet ownership and increasing maturity restrict demand
- Danes show growing interest in higher-end cat litter products
- Pet shops and superstores faces ongoing competition from modern grocery retailers

PROSPECTS AND OPPORTUNITIES

- Pet healthcare will continue to drive category growth in the years ahead
- Demand for accessories with health and enrichment benefits set to increase
- Interest in grooming accessories set to rise as owners curb spending on pet salons

CATEGORY DATA

- Table 1 - Sales of Pet Products by Category: Value 2019-2024
- Table 2 - Sales of Pet Products by Category: % Value Growth 2019-2024
- Table 3 - Sales of Pet Healthcare by Type: % Value 2019-2024
- Table 4 - Sales of Other Pet Products by Type: % Value 2019-2024
- Table 5 - NBO Company Shares of Pet Products: % Value 2019-2023
- Table 6 - LBN Brand Shares of Pet Products: % Value 2020-2023
- Table 7 - Distribution of Pet Products by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Pet Products by Category: Value 2024-2029
- Table 9 - Forecast Sales of Pet Products by Category: % Value Growth 2024-2029

Pet Care in Denmark - 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 10 - Pet Populations 2019-2024

MARKET DATA

- Table 11 - Sales of Pet Food by Category: Volume 2019-2024
- Table 12 - Sales of Pet Care by Category: Value 2019-2024
- Table 13 - Sales of Pet Food by Category: % Volume Growth 2019-2024
- Table 14 - Sales of Pet Care by Category: % Value Growth 2019-2024
- Table 15 - NBO Company Shares of Pet Food: % Value 2019-2023
- Table 16 - LBN Brand Shares of Pet Food: % Value 2020-2023
- Table 17 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023
- Table 18 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023
- Table 19 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024
- Table 20 - Distribution of Pet Care by Format: % Value 2019-2024
- Table 21 - Distribution of Pet Care by Format and Category: % Value 2024
- Table 22 - Distribution of Dog and Cat Food by Format: % Value 2019-2024
- Table 23 - Distribution of Dog and Cat Food by Format and Category: % Value 2024
- Table 24 - Forecast Sales of Pet Food by Category: Volume 2024-2029
- Table 25 - Forecast Sales of Pet Care by Category: Value 2024-2029
- Table 26 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/pet-products-in-denmark/report](https://www.euromonitor.com/pet-products-in-denmark/report).