

Pet Products in Sweden

April 2024

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Pet Products in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Pet owners invest in pet healthcare while the landscape focuses on innovation Opportunity for private label to expand as consumers focus on cost savings Sustainable pet products grow in popularity across the forecast period

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