

Other Pet Food in Sweden

April 2024

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Other Pet Food in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising prices and a shift to premium goods drives retail value growth
Players focus on innovations that offer natural treats to small mammals
E-commerce rises as owners appreciate the wider range of options available

PROSPECTS AND OPPORTUNITIES

Opportunity for private label to grow as players focus on affordable quality

The humanisation trend is set to rise, shaping product innovation in other pet food

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