

# Cat Food in Denmark

April 2024

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# Cat Food in Denmark - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Volume and current value growth anticipated, albeit at muted levels Humanisation trend visible in cat food sees cat treats register best performance Relatively low brand loyalty favours mid-priced brands and private label

#### PROSPECTS AND OPPORTUNITIES

The future is rosy for private label offerings amid ongoing inflation Sustainability will remain a key concern for Danes in the years ahead Scope for innovation in health-oriented offerings as Danes look to maintain feline health

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