

# Other Pet Food in Norway

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Increasing welfare concerns around rabbits
- Premiumisation being seen in other pet food as owners become more knowledgeable and more demanding
- VetZoo launches healthier and more sustainable pet food line

PROSPECTS AND OPPORTUNITIES

- Increasing pressure to improve animal welfare should benefit sales of higher-quality small mammal food
- Treats expected to become more commonplace in other pet food
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