

# Other Pet Food in Denmark

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Total volume sales decline in 2023 as other pet populations continue to shrink  
Trading up helps to maintain robust growth in current value sales  
Chrisco, Best Friend and Vitakraft remain the top three players in an arena with little innovation

PROSPECTS AND OPPORTUNITIES

Private label lines expected to gain ground in the years ahead  
Declining trend in other pet population will continue to weaken demand  
Commercial other pet food may face increasing challenge from home-made variants

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