

# Dog Food in Sweden

June 2022

Table of Contents

## Dog Food in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Dog ownership at all-time high driving dog food sales

Focus on premium food

Dental care becomes a niche area

#### PROSPECTS AND OPPORTUNITIES

Buoyant growth prospects spurs mergers and acquisitions

Senior dog food to become important long term

Local manufacturing and ingredients a selling point for Swedes

#### CATEGORY INDICATORS

Table 1 - Dog Owning Households: % Analysis 2017-2022

Table 2 - Dog Population 2017-2022

Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2017-2022

#### CATEGORY DATA

Summary 1 - Dog Food by Price Band 2022

Table 4 - Sales of Dog Food by Category: Volume 2017-2022

Table 5 - Sales of Dog Food by Category: Value 2017-2022

Table 6 - Sales of Dog Food by Category: % Volume Growth 2017-2022

Table 7 - Sales of Dog Food by Category: % Value Growth 2017-2022

Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2017-2022

Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2017-2022

Table 10 - NBO Company Shares of Dog Food: % Value 2017-2021

Table 11 - LBN Brand Shares of Dog Food: % Value 2018-2021

Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2018-2021

Table 13 - Distribution of Dog Food by Format: % Value 2017-2022

Table 14 - Forecast Sales of Dog Food by Category: Volume 2022-2027

Table 15 - Forecast Sales of Dog Food by Category: Value 2022-2027

Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2022-2027

Table 17 - Forecast Sales of Dog Food by Category: % Value Growth 2022-2027

## Pet Care in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Pet care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for pet care?

### MARKET INDICATORS

Table 18 - Pet Populations 2017-2022

### MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2017-2022

Table 20 - Sales of Pet Care by Category: Value 2017-2022

Table 21 - Sales of Pet Food by Category: % Volume Growth 2017-2022

Table 22 - Sales of Pet Care by Category: % Value Growth 2017-2022

Table 23 - NBO Company Shares of Pet Food: % Value 2017-2021

Table 24 - LBN Brand Shares of Pet Food: % Value 2018-2021

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2017-2021

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2018-2021

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2017-2022

Table 28 - Distribution of Pet Care by Format: % Value 2017-2022

Table 29 - Distribution of Pet Care by Format and Category: % Value 2022

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2017-2022

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2022

Table 32 - Forecast Sales of Pet Food by Category: Volume 2022-2027

Table 33 - Forecast Sales of Pet Care by Category: Value 2022-2027

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2022-2027

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dog-food-in-sweden/report](http://www.euromonitor.com/dog-food-in-sweden/report).