

# Dog Care in Scandinavia

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## Abstracts

Dog Care in Scandinavia

### SUMMARY

Dog Care in Scandinavia industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2014%li%18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The dog care market consists of retail sale of dog food and dog chews & treats. The dog food segment consists of dry dog food, moist dog food and puppy food. The dog chews & treats segment consist of dog chews and other dog treats. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2018 exchange rates.

The Scandinavian dog care market had total revenues of \$471.2m in 2018, representing a compound annual growth rate (CAGR) of 3.7% between 2014 and 2018.

Market consumption volume increased with a CAGR of 2.4% between 2014 and 2018, to reach a total of 232.9 million kilograms in 2018.

Positive economic conditions and increasing purchasing power in the country are the key factors supporting the growth of dog care market.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the dog care market in Scandinavia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the dog care market in Scandinavia

Leading company profiles reveal details of key dog care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Scandinavia dog care market with five year forecasts

## **REASONS TO BUY**

What was the size of the Scandinavia dog care market by value in 2018?

What will be the size of the Scandinavia dog care market in 2023?

What factors are affecting the strength of competition in the Scandinavia dog care market?

How has the market performed over the last five years?

What are the main segments that make up Scandinavia's dog care market?

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### COMPANIES MENTIONED

Mars, Incorporated  
Nestle SA

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