

Pet Food Market in Finland 2022

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Abstracts

Pet food is animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog, cat, as well as bird food or fish. According to a report by StrategyHelix, the pet food market in Finland is set to increase by US\$ 253.0 million during 2022-2028, growing at a CAGR of 5.7% during the forecast period. Pets provide well-being benefits for people because humans imbue these animals with socially-supportive attributes, that in turn, psychologically translate into experiencing social support from them. Nowadays, the majority of dog and cat owners report that their pet is a family member just like anyone else. The humanization of pets is the main driver for the pet food market. With this increase in humanization, pets are being treated with more care and hygiene, which has increased consumer demand for high-quality pet food products.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for pet food. The Finland pet food market is segmented on the basis of product, pricing, and retail channel. On the basis of product, the pet food market in Finland has been segmented into cat food, dog food, others. By pricing, the pet food market in Finland has been segmented into economy pet food, premium pet food. The economy pet food segment is estimated to account for the largest share of the pet food market in Finland. Based on retail channel, the pet food market in Finland is categorized into e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others.

The dog food market is further segmented into dry dog food, mixers & treats, and wet dog food. The dry dog food segment captured the largest share of the market in 2021 and is expected to maintain its dominance during the forecast period. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. According to the research, the dry cat food segment had the largest share in the pet food market in Finland. The other pet food market is further divided into bird food,

fish food, and others.

The Finland pet food market is highly competitive. The report also includes the profiles of leading companies such as Mars Incorporated, Nestle S.A., VAFO Group a.s., Colgate-Palmolive Company, Nordic Pet Care A/S, Oy Snellman Ab, Dagsmark Petfood Oy, Champion Petfoods LP, Atria Oyj, Spectrum Brands Holdings Inc., Almo Nature S.p.A. (Fondazione Capellino). Competitive landscape gives a description of the competitive nature of the pet food market in Finland and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

Report Scope

Product: cat food, dog food, others

Pricing: economy pet food, premium pet food

Retail channel: e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Mars Incorporated, Nestle S.A., VAFO Group a.s., Colgate-Palmolive Company, Nordic Pet Care A/S, Oy Snellman Ab, Dagsmark Petfood Oy, Champion Petfoods LP, Atria Oyj, Spectrum Brands Holdings Inc., Almo Nature S.p.A. (Fondazione Capellino)

Key Benefits for Stakeholders

Get a comprehensive picture of the Finland pet food market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Veterinary clinics
Others

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Nestle S.A.
VAFO Group a.s.
Colgate-Palmolive Company
Nordic Pet Care A/S
Oy Snellman Ab
Dagsmark Petfood Oy

Champion Petfoods LP
Atria Oyj
Spectrum Brands Holdings, Inc.
Almo Nature S.p.A. (Fondazione Capellino)
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