

Pet Food Market in Norway 2022

<https://marketpublishers.com/r/P1169F0EF6C3EN.html>

Date: November 2022

Pages: 14

Price: US\$ 750.00 (Single User License)

ID: P1169F0EF6C3EN

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. The pet food market in Norway is poised to grow by US\$ 108.0 million from 2022 to 2028, registering a CAGR of 3.1% during the forecast period, according to StrategyHelix. 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 Norway pet food market is segmented on the basis of product, pricing, and retail channel. By product, the pet food market in Norway has been segmented into cat food, dog food, others. Based upon pricing, the pet food market in Norway is categorized into economy pet food, premium pet food. The economy pet food segment was the largest contributor to the Norway pet food market in 2021. On the basis of retail channel, the pet food market in Norway has been segmented 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. Among these, the dry dog food segment was accounted for the highest revenue generator in 2021. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. The dry cat food segment captured the largest share of the market in 2021 and is expected to maintain its dominance during the forecast period. The other pet food market is further divided into bird food, fish food,

and others.

The Norway pet food market is highly competitive. Some of the leading companies operating in the market are Mars Incorporated, Nestle S.A., Felleskjøpet Agri SA, Colgate-Palmolive Company, Spectrum Brands Holdings Inc., VAFO Group a.s., Vom og Hundemat AS, Champion Petfoods LP, Nortura SA, Russo Mangimi SpA, Harlem Food AS, AB Dogman, Vigor & Sage B.V. Competitive landscape gives a description of the competitive nature of the pet food market in Norway 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., Felleskjøpet Agri SA, Colgate-Palmolive Company, Spectrum Brands Holdings Inc., VAFO Group a.s., Vom og Hundemat AS, Champion Petfoods LP, Nortura SA, Russo Mangimi SpA, Harlem Food AS, AB Dogman, Vigor & Sage B.V.

Key Benefits for Stakeholders

Get a comprehensive picture of the Norway 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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Mars, Incorporated
Nestle S.A.
Felleskjopet Agri SA
Colgate-Palmolive Company
Spectrum Brands Holdings, Inc.
VAFO Group a.s.
Vom og Hundemat AS

Champion Petfoods LP
Nortura SA
Russo Mangimi SpA
Harlem Food AS
AB Dogman
Vigor & Sage B.V.
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