



Pet Care in Norway

April 2024

Table of Contents

Pet Care in Norway

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 1 - Pet Populations 2019-2024

MARKET DATA

Table 2 - Sales of Pet Food by Category: Volume 2019-2024

Table 3 - Sales of Pet Care by Category: Value 2019-2024

Table 4 - Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 5 - Sales of Pet Care by Category: % Value Growth 2019-2024

Table 6 - NBO Company Shares of Pet Food: % Value 2019-2023

Table 7 - LBN Brand Shares of Pet Food: % Value 2020-2023

Table 8 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 9 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 10 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 11 - Distribution of Pet Care by Format: % Value 2019-2024

Table 12 - Distribution of Pet Care by Format and Category: % Value 2024

Table 13 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 14 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 15 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 16 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 17 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 18 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Cat Food in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures take their toll on sales of cat food

Financial pressures force owners to cut out treats

Prima Cat enters the market with high-quality regionally produced range

PROSPECTS AND OPPORTUNITIES

Animal charities and associations pushing for mandatory cat registrations

Players launching premium cat food but at more competitive prices

Private label expected to branch out into offering premium cat food

CATEGORY INDICATORS

Table 19 - Cat Owning Households: % Analysis 2019-2024

Table 20 - Cat Population 2019-2024

Table 21 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 2 - Cat Food by Price Band 2024

Table 22 - Sales of Cat Food by Category: Volume 2019-2024

Table 23 - Sales of Cat Food by Category: Value 2019-2024

Table 24 - Sales of Cat Food by Category: % Volume Growth 2019-2024

Table 25 - Sales of Cat Food by Category: % Value Growth 2019-2024

Table 26 - Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024

Table 27 - Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024

Table 28 - NBO Company Shares of Cat Food: % Value 2019-2023

Table 29 - LBN Brand Shares of Cat Food: % Value 2020-2023

Table 30 - LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023

Table 31 - Distribution of Cat Food by Format: % Value 2019-2024

Table 32 - Forecast Sales of Cat Food by Category: Volume 2024-2029

Table 33 - Forecast Sales of Cat Food by Category: Value 2024-2029

Table 34 - Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

Dog Food in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures take their toll on dog food sales but owners remain loyal to their preferred products

Local players expanding the range of dog treats and mixers

Discounters pick up share but distribution landscape remains fairly stable

PROSPECTS AND OPPORTUNITIES

Acquisitions, new product development and marketing should all support a recovery in dog food as the economy stabilises

E-commerce still full of potential despite seeing slower growth

Dog treats expected to become healthier and more sophisticated

CATEGORY INDICATORS

Table 36 - Dog Owning Households: % Analysis 2019-2024

Table 37 - Dog Population 2019-2024

Table 38 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 3 - Dog Food by Price Band 2024

Table 39 - Sales of Dog Food by Category: Volume 2019-2024

Table 40 - Sales of Dog Food by Category: Value 2019-2024

Table 41 - Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 42 - Sales of Dog Food by Category: % Value Growth 2019-2024

Table 43 - Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 44 - Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 45 - NBO Company Shares of Dog Food: % Value 2019-2023

Table 46 - LBN Brand Shares of Dog Food: % Value 2020-2023

Table 47 - LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 48 - Distribution of Dog Food by Format: % Value 2019-2024

Table 49 - Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 50 - Forecast Sales of Dog Food by Category: Value 2024-2029

Table 51 - Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 52 - Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

Other Pet Food in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing welfare concerns around rabbits

Premiumisation being seen in other pet food as owners become more knowledgeable and more demanding

VetZoo launches healthier and more sustainable pet food line

PROSPECTS AND OPPORTUNITIES

Increasing pressure to improve animal welfare should benefit sales of higher-quality small mammal food

Treats expected to become more commonplace in other pet food

Distribution landscape expected to remain stable

CATEGORY INDICATORS

Table 53 - Other Pet Population 2019-2024

CATEGORY DATA

Table 54 - Sales of Other Pet Food by Category: Volume 2019-2024

Table 55 - Sales of Other Pet Food by Category: Value 2019-2024

Table 56 - Sales of Other Pet Food by Category: % Volume Growth 2019-2024

Table 57 - Sales of Other Pet Food by Category: % Value Growth 2019-2024

Table 58 - LBN Brand Shares of Bird Food: % Value 2020-2023

Table 59 - LBN Brand Shares of Fish Food: % Value 2020-2023

Table 60 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023

Table 61 - Distribution of Other Pet Food by Format: % Value 2019-2024

Table 62 - Forecast Sales of Other Pet Food by Category: Volume 2024-2029

Table 63 - Forecast Sales of Other Pet Food by Category: Value 2024-2029

Table 64 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029

Table 65 - Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

Pet Products in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower demand for pet accessories as consumers take a more conservative approach to spending

Convenience trend informing new product development

Free veterinary clinic opens in Oslo with demand for pet healthcare products and services remaining strong

PROSPECTS AND OPPORTUNITIES

Sales likely to slow as Norway's pet population stagnates

Cat litter set to benefit from investment in new product development and innovation

Owners unlikely to put a price on the health of their pets

CATEGORY DATA

Table 66 - Sales of Pet Products by Category: Value 2019-2024

Table 67 - Sales of Pet Products by Category: % Value Growth 2019-2024

Table 68 - Sales of Pet Healthcare by Type: % Value 2019-2024

Table 69 - Sales of Other Pet Products by Type: % Value 2019-2024

Table 70 - NBO Company Shares of Pet Products: % Value 2019-2023

Table 71 - LBN Brand Shares of Pet Products: % Value 2020-2023

Table 72 - Distribution of Pet Products by Format: % Value 2019-2024

Table 73 - Forecast Sales of Pet Products by Category: Value 2024-2029

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/pet-care-in-norway/report.