



Euromonitor
International

Other Pet Food in Norway

April 2024

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Other Pet Food in Norway - Category analysis

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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

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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

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