

Other Pet Food in Finland

April 2024

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Other Pet Food in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in the other pet population limits growth opportunities
Small mammal food benefits from healthier and more sustainable product launches
Vafo expands into other pet food

PROSPECTS AND OPPORTUNITIES

Focus likely to be on adding value with volume sales set to stagnate
Limited distribution remains an obstacle to stronger growth
Treats could offer potential as owners look to form a closer bond with their pets

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