



# Dog Food in Norway

April 2024

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## Dog Food in Norway - Category analysis

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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

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