



Euromonitor  
International

# Dog Food in Finland

June 2025

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## Dog Food in Finland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Dog treats and mixers' strong performance reflects broader pet humanisation trend

Vafo Group invests strongly in dog food in Finland

Pet shops and superstores retain the trust of consumers although retail e-commerce continues to develop and grow

#### PROSPECTS AND OPPORTUNITIES

Premium dry dog food to gain momentum as the choice for tailored, high-quality diets

Retail e-commerce to continue to develop and grow as a channel for dog food

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