

Pet Care in Sweden

June 2025

Table of Contents

Pet Care in Sweden

EXECUTIVE SUMMARY

Pet care in 2025: The big picture 2025 key trends Competitive landscape Retail developments What next for pet care?

MARKET INDICATORS

Table 1 - Pet Populations 2020-2025

MARKET DATA

Table 2 - Sales of Pet Food by Category: Volume 2020-2025 Table 3 - Sales of Pet Care by Category: Value 2020-2025 Table 4 - Sales of Pet Food by Category: % Volume Growth 2020-2025 Table 5 - Sales of Pet Care by Category: % Value Growth 2020-2025 Table 6 - NBO Company Shares of Pet Food: % Value 2020-2024 Table 7 - LBN Brand Shares of Pet Food: % Value 2021-2024 Table 8 - NBO Company Shares of Dog and Cat Food: % Value 2020-2024 Table 9 - LBN Brand Shares of Dog and Cat Food: % Value 2021-2024 Table 10 - Penetration of Private Label in Pet Care by Category: % Value 2020-2025 Table 11 - Distribution of Pet Care by Format: % Value 2020-2025 Table 12 - Distribution of Pet Care by Format and Category: % Value 2025 Table 13 - Distribution of Dog and Cat Food by Format: % Value 2020-2025 Table 14 - Distribution of Dog and Cat Food by Format and Category: % Value 2025 Table 15 - Forecast Sales of Pet Food by Category: Volume 2025-2030 Table 16 - Forecast Sales of Pet Care by Category: Value 2025-2030 Table 17 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030 Table 18 - Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Cat Food in Sweden

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium and functional nutrition drive value growth in a stable market Nestlé Purina leads, while VAFO captures growth through premium positioning Pet specialists retain leadership as e-commerce accelerates

PROSPECTS AND OPPORTUNITIES

Growth to be sustained by premiumisation, personalisation, and health-led innovation E-commerce to shape shopping habits through convenience and personalisation Innovation focuses on health, variety, and Swedish identity Summary 2 - Cat Food by Price Band 2025

CATEGORY INDICATORS

Table 19 - Cat Owning Households: % Analysis 2020-2025Table 20 - Cat Population 2020-2025

Table 21 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2020-2025

CATEGORY DATA

Table 22 - Sales of Cat Food by Category: Volume 2020-2025Table 23 - Sales of Cat Food by Category: Value 2020-2025Table 24 - Sales of Cat Food by Category: % Volume Growth 2020-2025Table 25 - Sales of Cat Food by Category: % Value Growth 2020-2025Table 26 - Sales of Dry Cat Food by Life-Cycle: % Value 2020-2025Table 27 - Sales of Wet Cat Food by Life-Cycle: % Value 2020-2025Table 28 - NBO Company Shares of Cat Food: % Value 2020-2024Table 30 - LBN Brand Shares of Cat Food: % Value 2021-2024Table 31 - Distribution of Cat Food by Category: Volume 2025-2030Table 32 - Forecast Sales of Cat Food by Category: Value 2025-2030Table 34 - Forecast Sales of Cat Food by Category: % Value Growth 2025-2030Table 35 - Forecast Sales of Cat Food by Category: % Value Growth 2025-2030

Dog Food in Sweden

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation and tailored nutrition continue to shape consumer choices Mars maintains leadership, while VAFO accelerates growth through natural innovation Pet specialists dominate while hypermarkets emerge as fast-growing channels

PROSPECTS AND OPPORTUNITIES

Functional and natural dog food to fuel long-term value growth E-commerce to drive convenience and customisation in a health-conscious market Innovation highlights Swedish heritage, natural ingredients, and functional benefits Summary 3 - Dog Food by Price Band 2025

CATEGORY INDICATORS

Table 36 - Dog Owning Households: % Analysis 2020-2025 Table 37 - Dog Population 2020-2025 Table 38 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2020-2025

CATEGORY DATA

Table 39 - Sales of Dog Food by Category: Volume 2020-2025Table 40 - Sales of Dog Food by Category: Value 2020-2025Table 41 - Sales of Dog Food by Category: % Volume Growth 2020-2025Table 42 - Sales of Dog Food by Category: % Value Growth 2020-2025Table 43 - Sales of Dry Dog Food by Life-Cycle: % Value 2020-2025Table 44 - Sales of Wet Dog Food by Life-Cycle: % Value 2020-2025Table 45 - NBO Company Shares of Dog Food: % Value 2020-2024Table 46 - LBN Brand Shares of Dog Food: % Value 2021-2024Table 47 - LBN Brand Shares of Dog Treats and Mixers: % Value 2021-2024Table 48 - Distribution of Dog Food by Category: Volume 2025-2030Table 50 - Forecast Sales of Dog Food by Category: % Volume Growth 2025-2030Table 51 - Forecast Sales of Dog Food by Category: % Volume Growth 2025-2030Table 52 - Forecast Sales of Dog Food by Category: % Value Growth 2025-2030

Other Pet Food in Sweden

KEY DATA FINDINGS

2025 DEVELOPMENTS

Declining pet populations and low innovation limit category performance Dogman maintains leadership while Sera emerges as a dynamic niche player Pet specialists dominate distribution while e-commerce expands niche access

PROSPECTS AND OPPORTUNITIES

Modest long-term decline expected due to stable pet populations and low engagement E-commerce supports niche accessibility and stabilises category performance Innovation centres on enrichment, health, and sensory appeal for birds

CATEGORY INDICATORS

Table 53 - Other Pet Population 2020-2025

CATEGORY DATA

Table 54 - Sales of Other Pet Food by Category: Volume 2020-2025Table 55 - Sales of Other Pet Food by Category: Value 2020-2025Table 56 - Sales of Other Pet Food by Category: % Volume Growth 2020-2025Table 57 - Sales of Other Pet Food by Category: % Value Growth 2020-2025Table 58 - LBN Brand Shares of Bird Food: % Value 2021-2024Table 60 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2021-2024Table 61 - Distribution of Other Pet Food by Format: % Value 2020-2025Table 62 - Forecast Sales of Other Pet Food by Category: Volume 2025-2030Table 63 - Forecast Sales of Other Pet Food by Category: Walue 2025-2030Table 64 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2025-2030Table 65 - Forecast Sales of Other Pet Food by Category: % Value 2025-2030

Pet Products in Sweden

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pet humanisation, hygiene, and lifestyle support value growth in pet products Dogman leads the market while Vitakraft drives dynamic growth through innovation Pet shops lead while e-commerce accelerates with convenience and assortment

PROSPECTS AND OPPORTUNITIES

Premiumisation, enrichment, and everyday essentials to sustain value growth E-commerce continues to shape consumer expectations and expand product access Innovation blends function, style, and hygiene in pet product development

CATEGORY DATA

Table 66 - Sales of Pet Products by Category: Value 2020-2025Table 67 - Sales of Pet Products by Category: % Value Growth 2020-2025Table 68 - Sales of Pet Healthcare by Type: % Value 2020-2025Table 69 - Sales of Other Pet Products by Type: % Value 2020-2024Table 70 - NBO Company Shares of Pet Products: % Value 2020-2024Table 71 - LBN Brand Shares of Pet Products: % Value 2021-2024Table 72 - Distribution of Pet Products by Format: % Value 2020-2025Table 73 - Forecast Sales of Pet Products by Category: Value 2025-2030

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-sweden/report.