

Cat Food in Sweden

June 2025

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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

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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

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