



Euromonitor  
International

# Pet Products in Sweden

June 2025

Table of Contents

## 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 1 - Sales of Pet Products by Category: Value 2020-2025
- Table 2 - Sales of Pet Products by Category: % Value Growth 2020-2025
- Table 3 - Sales of Pet Healthcare by Type: % Value 2020-2025
- Table 4 - Sales of Other Pet Products by Type: % Value 2020-2025
- Table 5 - NBO Company Shares of Pet Products: % Value 2020-2024
- Table 6 - LBN Brand Shares of Pet Products: % Value 2021-2024
- Table 7 - Distribution of Pet Products by Format: % Value 2020-2025
- Table 8 - Forecast Sales of Pet Products by Category: Value 2025-2030
- Table 9 - Forecast Sales of Pet Products by Category: % Value Growth 2025-2030

## Pet Care in Sweden - Industry Overview

### EXECUTIVE SUMMARY

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

### MARKET INDICATORS

- Table 10 - Pet Populations 2020-2025

### MARKET DATA

- Table 11 - Sales of Pet Food by Category: Volume 2020-2025
- Table 12 - Sales of Pet Care by Category: Value 2020-2025
- Table 13 - Sales of Pet Food by Category: % Volume Growth 2020-2025
- Table 14 - Sales of Pet Care by Category: % Value Growth 2020-2025
- Table 15 - NBO Company Shares of Pet Food: % Value 2020-2024
- Table 16 - LBN Brand Shares of Pet Food: % Value 2021-2024
- Table 17 - NBO Company Shares of Dog and Cat Food: % Value 2020-2024
- Table 18 - LBN Brand Shares of Dog and Cat Food: % Value 2021-2024
- Table 19 - Penetration of Private Label in Pet Care by Category: % Value 2020-2025
- Table 20 - Distribution of Pet Care by Format: % Value 2020-2025
- Table 21 - Distribution of Pet Care by Format and Category: % Value 2025
- Table 22 - Distribution of Dog and Cat Food by Format: % Value 2020-2025
- Table 23 - Distribution of Dog and Cat Food by Format and Category: % Value 2025
- Table 24 - Forecast Sales of Pet Food by Category: Volume 2025-2030
- Table 25 - Forecast Sales of Pet Care by Category: Value 2025-2030
- Table 26 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

## 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-products-in-sweden/report](http://www.euromonitor.com/pet-products-in-sweden/report).