



Other Pet Food in Sweden

June 2025

Table of Contents

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 1 - Other Pet Population 2020-2025

CATEGORY DATA

- Table 2 - Sales of Other Pet Food by Category: Volume 2020-2025
- Table 3 - Sales of Other Pet Food by Category: Value 2020-2025
- Table 4 - Sales of Other Pet Food by Category: % Volume Growth 2020-2025
- Table 5 - Sales of Other Pet Food by Category: % Value Growth 2020-2025
- Table 6 - LBN Brand Shares of Bird Food: % Value 2021-2024
- Table 7 - LBN Brand Shares of Fish Food: % Value 2021-2024
- Table 8 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2021-2024
- Table 9 - Distribution of Other Pet Food by Format: % Value 2020-2025
- Table 10 - Forecast Sales of Other Pet Food by Category: Volume 2025-2030
- Table 11 - Forecast Sales of Other Pet Food by Category: Value 2025-2030
- Table 12 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2025-2030
- Table 13 - Forecast Sales of Other Pet Food 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 14 - Pet Populations 2020-2025

MARKET DATA

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

Table 25 - Distribution of Pet Care by Format and Category: % Value 2025

Table 26 - Distribution of Dog and Cat Food by Format: % Value 2020-2025

Table 27 - Distribution of Dog and Cat Food by Format and Category: % Value 2025

Table 28 - Forecast Sales of Pet Food by Category: Volume 2025-2030

Table 29 - Forecast Sales of Pet Care by Category: Value 2025-2030

Table 30 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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