

# Dog Food in Sweden

June 2025

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#### 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

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Innovation highlights Swedish heritage, natural ingredients, and functional benefits

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