



**Euromonitor  
International**

# Other Pet Food in Finland

June 2025

Table of Contents

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Stable purchasing habits to satisfy routine feeding needs  
Versele-Laga benefits from a wide product range and a quality and innovation focus  
Pet shops and superstores dominate through wide assortments and expertise

#### PROSPECTS AND OPPORTUNITIES

Fish food to offer some bright spots in a stagnating category  
Digitalisation trend to foster further growth opportunities for retail e-commerce  
Low innovation to undermine the category

### 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 Finland - 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

## 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/other-pet-food-in-finland/report](http://www.euromonitor.com/other-pet-food-in-finland/report).