



Euromonitor  
International

# Cat Food in Norway

April 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Economic pressures take their toll on sales of cat food
- Financial pressures force owners to cut out treats
- Prima Cat enters the market with high-quality regionally produced range

PROSPECTS AND OPPORTUNITIES

- Animal charities and associations pushing for mandatory cat registrations
- Players launching premium cat food but at more competitive prices
- Private label expected to branch out into offering premium cat food
- Summary 1 - Cat Food by Price Band 2024

CATEGORY INDICATORS

- Table 1 - Cat Owning Households: % Analysis 2019-2024
- Table 2 - Cat Population 2019-2024
- Table 3 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

- Table 4 - Sales of Cat Food by Category: Volume 2019-2024
- Table 5 - Sales of Cat Food by Category: Value 2019-2024
- Table 6 - Sales of Cat Food by Category: % Volume Growth 2019-2024
- Table 7 - Sales of Cat Food by Category: % Value Growth 2019-2024
- Table 8 - Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024
- Table 9 - Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024
- Table 10 - NBO Company Shares of Cat Food: % Value 2019-2023
- Table 11 - LBN Brand Shares of Cat Food: % Value 2020-2023
- Table 12 - LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023
- Table 13 - Distribution of Cat Food by Format: % Value 2019-2024
- Table 14 - Forecast Sales of Cat Food by Category: Volume 2024-2029
- Table 15 - Forecast Sales of Cat Food by Category: Value 2024-2029
- Table 16 - Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029
- Table 17 - Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

EXECUTIVE SUMMARY

- Pet care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for pet care?

MARKET INDICATORS

- Table 18 - Pet Populations 2019-2024

MARKET DATA

- Table 19 - Sales of Pet Food by Category: Volume 2019-2024
- Table 20 - Sales of Pet Care by Category: Value 2019-2024
- Table 21 - Sales of Pet Food by Category: % Volume Growth 2019-2024
- Table 22 - Sales of Pet Care by Category: % Value Growth 2019-2024
- Table 23 - NBO Company Shares of Pet Food: % Value 2019-2023

Table 24 - LBN Brand Shares of Pet Food: % Value 2020-2023

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 28 - Distribution of Pet Care by Format: % Value 2019-2024

Table 29 - Distribution of Pet Care by Format and Category: % Value 2024

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 32 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 33 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 2 - 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/cat-food-in-norway/report](https://www.euromonitor.com/cat-food-in-norway/report).