



# Pet Care in Sweden

June 2025

Table of Contents

EXECUTIVE SUMMARY

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

MARKET INDICATORS

Table 1 - Pet Populations 2020-2025

MARKET DATA

- Table 2 - Sales of Pet Food by Category: Volume 2020-2025
- Table 3 - Sales of Pet Care by Category: Value 2020-2025
- Table 4 - Sales of Pet Food by Category: % Volume Growth 2020-2025
- Table 5 - Sales of Pet Care by Category: % Value Growth 2020-2025
- Table 6 - NBO Company Shares of Pet Food: % Value 2020-2024
- Table 7 - LBN Brand Shares of Pet Food: % Value 2021-2024
- Table 8 - NBO Company Shares of Dog and Cat Food: % Value 2020-2024
- Table 9 - LBN Brand Shares of Dog and Cat Food: % Value 2021-2024
- Table 10 - Penetration of Private Label in Pet Care by Category: % Value 2020-2025
- Table 11 - Distribution of Pet Care by Format: % Value 2020-2025
- Table 12 - Distribution of Pet Care by Format and Category: % Value 2025
- Table 13 - Distribution of Dog and Cat Food by Format: % Value 2020-2025
- Table 14 - Distribution of Dog and Cat Food by Format and Category: % Value 2025
- Table 15 - Forecast Sales of Pet Food by Category: Volume 2025-2030
- Table 16 - Forecast Sales of Pet Care by Category: Value 2025-2030
- Table 17 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030
- Table 18 - Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium and functional nutrition drive value growth in a stable market  
Nestlé Purina leads, while VAFO captures growth through premium positioning  
Pet specialists retain leadership as e-commerce accelerates

PROSPECTS AND OPPORTUNITIES

Growth to be sustained by premiumisation, personalisation, and health-led innovation  
E-commerce to shape shopping habits through convenience and personalisation  
Innovation focuses on health, variety, and Swedish identity  
Summary 2 - Cat Food by Price Band 2025

CATEGORY INDICATORS

- Table 19 - Cat Owning Households: % Analysis 2020-2025
- Table 20 - Cat Population 2020-2025

## Table 21 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2020-2025

### CATEGORY DATA

Table 22 - Sales of Cat Food by Category: Volume 2020-2025

Table 23 - Sales of Cat Food by Category: Value 2020-2025

Table 24 - Sales of Cat Food by Category: % Volume Growth 2020-2025

Table 25 - Sales of Cat Food by Category: % Value Growth 2020-2025

Table 26 - Sales of Dry Cat Food by Life-Cycle: % Value 2020-2025

Table 27 - Sales of Wet Cat Food by Life-Cycle: % Value 2020-2025

Table 28 - NBO Company Shares of Cat Food: % Value 2020-2024

Table 29 - LBN Brand Shares of Cat Food: % Value 2021-2024

Table 30 - LBN Brand Shares of Cat Treats and Mixers: % Value 2021-2024

Table 31 - Distribution of Cat Food by Format: % Value 2020-2025

Table 32 - Forecast Sales of Cat Food by Category: Volume 2025-2030

Table 33 - Forecast Sales of Cat Food by Category: Value 2025-2030

Table 34 - Forecast Sales of Cat Food by Category: % Volume Growth 2025-2030

Table 35 - Forecast Sales of Cat Food by Category: % Value Growth 2025-2030

## Dog Food in Sweden

### KEY DATA FINDINGS

#### 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

E-commerce to drive convenience and customisation in a health-conscious market

Innovation highlights Swedish heritage, natural ingredients, and functional benefits

Summary 3 - Dog Food by Price Band 2025

### CATEGORY INDICATORS

Table 36 - Dog Owning Households: % Analysis 2020-2025

Table 37 - Dog Population 2020-2025

Table 38 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2020-2025

### CATEGORY DATA

Table 39 - Sales of Dog Food by Category: Volume 2020-2025

Table 40 - Sales of Dog Food by Category: Value 2020-2025

Table 41 - Sales of Dog Food by Category: % Volume Growth 2020-2025

Table 42 - Sales of Dog Food by Category: % Value Growth 2020-2025

Table 43 - Sales of Dry Dog Food by Life-Cycle: % Value 2020-2025

Table 44 - Sales of Wet Dog Food by Life-Cycle: % Value 2020-2025

Table 45 - NBO Company Shares of Dog Food: % Value 2020-2024

Table 46 - LBN Brand Shares of Dog Food: % Value 2021-2024

Table 47 - LBN Brand Shares of Dog Treats and Mixers: % Value 2021-2024

Table 48 - Distribution of Dog Food by Format: % Value 2020-2025

Table 49 - Forecast Sales of Dog Food by Category: Volume 2025-2030

Table 50 - Forecast Sales of Dog Food by Category: Value 2025-2030

Table 51 - Forecast Sales of Dog Food by Category: % Volume Growth 2025-2030

Table 52 - Forecast Sales of Dog Food by Category: % Value Growth 2025-2030

Other Pet Food in Sweden

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 53 - Other Pet Population 2020-2025

CATEGORY DATA

- Table 54 - Sales of Other Pet Food by Category: Volume 2020-2025
- Table 55 - Sales of Other Pet Food by Category: Value 2020-2025
- Table 56 - Sales of Other Pet Food by Category: % Volume Growth 2020-2025
- Table 57 - Sales of Other Pet Food by Category: % Value Growth 2020-2025
- Table 58 - LBN Brand Shares of Bird Food: % Value 2021-2024
- Table 59 - LBN Brand Shares of Fish Food: % Value 2021-2024
- Table 60 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2021-2024
- Table 61 - Distribution of Other Pet Food by Format: % Value 2020-2025
- Table 62 - Forecast Sales of Other Pet Food by Category: Volume 2025-2030
- Table 63 - Forecast Sales of Other Pet Food by Category: Value 2025-2030
- Table 64 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2025-2030
- Table 65 - Forecast Sales of Other Pet Food by Category: % Value Growth 2025-2030

Pet Products in Sweden

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 66 - Sales of Pet Products by Category: Value 2020-2025
- Table 67 - Sales of Pet Products by Category: % Value Growth 2020-2025
- Table 68 - Sales of Pet Healthcare by Type: % Value 2020-2025
- Table 69 - Sales of Other Pet Products by Type: % Value 2020-2025
- Table 70 - NBO Company Shares of Pet Products: % Value 2020-2024
- Table 71 - LBN Brand Shares of Pet Products: % Value 2021-2024
- Table 72 - Distribution of Pet Products by Format: % Value 2020-2025
- Table 73 - Forecast Sales of Pet Products by Category: Value 2025-2030

## 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-care-in-sweden/report](https://www.euromonitor.com/pet-care-in-sweden/report).