

Other Pet Food in Finland

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Decline in the other pet population limits growth opportunities
- Small mammal food benefits from healthier and more sustainable product launches
- Vafo expands into other pet food

PROSPECTS AND OPPORTUNITIES

- Focus likely to be on adding value with volume sales set to stagnate
- Limited distribution remains an obstacle to stronger growth
- Treats could offer potential as owners look to form a closer bond with their pets

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