



# Dog Food in Denmark

June 2026

Table of Contents

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Dog Food Summary

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dog Food

## INDUSTRY PERFORMANCE

Moderate Volume Growth Driven by Quality Focus Amid Steady Economic Conditions

Dry Dog Food Leads Volume Sales, While Treats and Mixers Sees Accelerated Growth

Hill'S Pet Nutrition A/S' Microbiome Innovation Exemplifies Health-Driven Premiumisation Shift

Chart 2 - Maxi Zoo Launches Weekly "Friday Treats" Promotion to Drive Store Visits and Engagement

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

## WHAT'S NEXT?

Brands Focus on Specialised Formulas and Premium Growth to Drive Volume and Value Growth

Innovation and Digital Engagement to Transform Consumer Choices and Product Offerings

Specialised Nutrition and E-Commerce Growth to Drive Strategic Business Opportunities

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Top Players Reinforce Leadership Amid Moderate Market Concentration

Chart 8 - Analyst Insight for Dog Food

Consumer Concerns of Product Origin Shift Focus Towards European Sourcing and Transparency

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

## CHANNELS

Retail E-Commerce Leads Growth as Convenience Stores Expand Share

Maxi Zoo and Wolt Partnership Accelerates Urban Digital Convenience

E-Commerce Reshapes Dog Food Shopping with Convenience and Wider Assortments

Chart 11 - Retail Channels 2021-2026

## PRODUCTS

Brands Leverage Humanisation and Premiumisation to Meet Evolving Pet Needs

Chart 12 - Best Friend Launches Christmas Advent Calendar with Functional Treats for Dogs

## ECONOMIC CONTEXT

Chart 13 - Economic Context for Dog Food

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 16 - Consumer Context for Dog Food

Chart 17 - Population 2021-2031

Chart 18 - Consumer Expenditure 2021-2031

Chart 19 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

## EXECUTIVE SUMMARY

2026 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Pet Care

## INDUSTRY PERFORMANCE

Steadily Growing Demand Reflects Cautious but Committed Consumers

Dog Food Leads Volume Growth as Other Pet Food Contracts Sharply

Brands Lead Nutrition Innovation, While Retailers Develop Omnichannel Distribution Strategies

Chart 21 - Maxi Zoo Partners with Wolt to Offer Rapid Delivery of Pet Products in Denmark

Chart 22 - Value Sales 2021-2031

Chart 23 - Volume Sales 2021-2031

Chart 24 - Value Sales by Category 2026

Chart 25 - Pet Populations 2021-2026

## WHAT'S NEXT?

Danish Pet Owners to Drive Steady Growth with Specialised Care Focus

Dog Food to Sustain Dominance, While Pet Products Captures Strong Value Growth

Brands to Innovate with Tailored Products and Retail Experiences to Engage Consumers

Chart 26 - Forecast Value Sales 2021-2031

Chart 27 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Leading Players Strengthen Positions through Distribution and Brand Loyalty

Chart 28 - Analyst Insight for Pet Care

Consumer Demand for Transparency and European Sourcing Drives Competitive Differentiation

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

## CHANNELS

Retail E-Commerce Leads, Followed Closely by Pet Shops and Superstores

Retail E-Commerce Reshapes Purchasing Patterns with Convenience and Extensive Product Range

Specialist Retailers and Omnichannel Strategies Drive Consumer Engagement

Chart 31 - Retail Channels 2021-2026

## PRODUCTS

Hill'S Pet Nutrition A/S Advances Microbiome Nutrition to Enhance Pet Digestive Health

Chart 32 - Hill'S Pet Nutrition A/S Highlights Microbiome-Based Nutrition Innovation Supporting Digestive Health in Pets

## ECONOMIC CONTEXT

Chart 33 - Economic Context for Pet Care

Chart 34 - Real Gdp Growth 2021-2031

Chart 35 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 36 - Consumer Context for Pet Care

Chart 37 - Population 2021-2031

Chart 38 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

## 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/dog-food-in-denmark/report](https://www.euromonitor.com/dog-food-in-denmark/report).