

Cat Food in Poland

Market Direction | 2023-05-12 | 26 pages | Euromonitor

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Report description:

While there was a slowdown in the number of pet adoptions and purchases in 2023, the cat population continued to grow steadily. Cats are a more frequent choice of companion in urban areas thanks to their quiet and independent nature and the fact that they are less demanding and easier to care for than dogs, which is important for busy professionals. This ongoing growth in the cat population therefore continued to fuel steady retail volume growth in cat food in 2023. Education and awareness campa...

Euromonitor International's Cat Food in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cat Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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2023 DEVELOPMENTS

Growing cat population supports stable demand for cat food, with wet food remaining the preferred choice

Humanisation trend continues to drive growth

General trend away from pet stores in favour of e-commerce and discounters

PROSPECTS AND OPPORTUNITIES

Relatively low usage of prepared food offers further opportunities for growth

Premiumisation will prevail, despite economic downturn, although there will be a concurrent trend towards economy options

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