

Cat Food in South Africa

Market Direction | 2023-05-09 | 25 pages | Euromonitor

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Report description:

Pet humanisation and premiumisation have remained prominent trends in South Africa in 2023, although difficult financial conditions locally are seeing some consumers trade down within cat food, and looking for more affordable or functional products. Rampant food inflation, rising interest rates, and the overall increase in the cost of living have seen consumers' disposable incomes shrink, leading them to scrutinise every purchasing decision. Furthermore, rising manufacturing and distribution cos...

Euromonitor International's Cat Food in South Africa 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Price-sensitive consumers value loyalty programmes and price promotions

Some consumers trade down as the cost of living continues to rise

Pamper launches a new range in the dynamic cat treats and mixers category

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