

Cat Food in the Netherlands

Market Direction | 2023-05-10 | 27 pages | Euromonitor

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Report description:

As in dog food, the Coronavirus (COVID-19) pandemic boosted retail volume and current value growth rates in cat food in 2020 and 2021. As lockdowns and home seclusion saw consumers spend more time at home with their pets, there was a growing awareness and desire to ensure pet health and wellbeing. This translated into more frequent feeds and a shift towards pampering, which benefited cat treats and premium cat food.

Euromonitor International's Cat Food in Netherlands 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

Price rises force cat owners to trade down from wet to dry cat food in a bid to make savings

Manufacturers focus on producing real meat moist or semi-moist snacks that are palatable to cats and which comply with owners' desire for healthy products

Cat population continues to grow though growth slows putting downward pressure on cat food volume sales

PROSPECTS AND OPPORTUNITIES

Rising cost of living and ongoing energy crisis provide a boost for private label over the forecast period

Demand for economy and mid-priced brands and convenience drive sales via retail e-commerce and supermarkets

Despite the greater popularity of low and mid-priced brands, premium wet and dry cat food sees higher growth over the forecast period in line with the ongoing premiumisation trend

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MARKET INDICATORS

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