

Other Pet Food in South Africa

Market Direction | 2023-05-09 | 21 pages | Euromonitor

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Report description:

Marltons Pets & Products (Pty) Ltd maintained its lead in other pet food in 2022, alongside also heading up the largest category, bird food, and the fastest growing category, small mammal/reptile food, with its namesake brand; it also held second position in fish food. The Marltons brand offers a wide range of products, thus giving it a strong competitive advantage. There are few other players of significant note in other pet food, with the brand Brennco (from Brennco Feeds Mills (Pty) Ltd) in s...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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Table of Contents:

Other Pet Food in South Africa
Euromonitor International
May 2023

List Of Contents And Tables

OTHER PET FOOD IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marltons continues to hold the leading position in an undynamic category

Shelf space increases in supermarkets in response to increased demand

PROSPECTS AND OPPORTUNITIES

Marltons set to maintain its lead, due to its strong reputation and wide portfolio

Switch to online sales set to drive growth in e-commerce for other pet food

CATEGORY INDICATORS

Table 1 Other Pet Population 2018-2023

CATEGORY DATA

Table 2 Sales of Other Pet Food by Category: Volume 2018-2023

Table 3 Sales of Other Pet Food by Category: Value 2018-2023

Table 4 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 5 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 6 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 7 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 8 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022

Table 9 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 10 □Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 11 □Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 12 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 13 □Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

PET CARE IN SOUTH AFRICA

EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 14 Pet Populations 2018-2023

MARKET DATA

Table 15 Sales of Pet Food by Category: Volume 2018-2023

Table 16 Sales of Pet Care by Category: Value 2018-2023

Table 17 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 18 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Pet Food: % Value 2018-2022

Table 20 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 21 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

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Table 22 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022
Table 23 □Penetration of Private Label in Pet Care by Category: % Value 2018-2023
Table 24 □Distribution of Pet Care by Format: % Value 2018-2023
Table 25 □Distribution of Pet Care by Format and Category: % Value 2023
Table 26 □Distribution of Dog and Cat Food by Format: % Value 2018-2023
Table 27 □Distribution of Dog and Cat Food by Format and Category: % Value 2023
Table 28 □Forecast Sales of Pet Food by Category: Volume 2023-2028
Table 29 □Forecast Sales of Pet Care by Category: Value 2023-2028
Table 30 □Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028
Table 31 □Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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