

Cat Food in Switzerland

Market Direction | 2023-05-15 | 26 pages | Euromonitor

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Report description:

The cat population continued to grow in Switzerland in 2022-23. Hybrid working has become the norm, and local consumers can spend more time bonding with their pets, which has encouraged the humanisation trend. Indeed, many now consider their cats full family members. Cat food sales have benefited from this development and therefore posted positive growth in current retail value terms, albeit at a slower rate than the previous year of the review period. Retail volume sales also increased. Premium...

Euromonitor International's Cat Food in Switzerland 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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Health and wellness trend continues to drive premiumisation in cat food in 2022-23

Semi-moist and packaged BARF offerings are increasingly popular among health-conscious local consumers

Nestle Suisse consolidates its leadership position ahead of multinational Mars Schweiz

PROSPECTS AND OPPORTUNITIES

Cat owners will continue to seek out offerings that meet specific medical needs

Anthropomorphism will drive new product launches in cat treats and mixers in the years ahead

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