

## **Cat Food in India**

Market Direction | 2023-07-06 | 24 pages | Euromonitor

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### **Report description:**

Traditionally, cats were not popular as pets in India, with a typically poor image, and unfavourable qualities associated with them. However, there has been a change in the perception of cats, along with the growing influence of digital media. According to Euromonitor's Economies and Consumers data, the internet penetration rate in India was 87% in 2023, which was a significant increase from 51% in 2019. Gen Z and millennials, who spend a considerable amount of time on social media and OTT platf...

Euromonitor International's Cat Food in India 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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Euromonitor International  
July 2023

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