

Cat Food in Germany

Market Direction | 2023-11-01 | 27 pages | Euromonitor

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Report description:

As inflation throughout Europe has risen as a consequence of the war in Ukraine since 2022, the general price level of goods and services has also increased, including pet products such as cat food. Shrinking purchasing power among local consumers has made it more challenging for some to afford higher-priced items such as premium cat food options. This shift in preferences can lead to changes in demand, impacting sales volumes and market sizes for different product categories.

Euromonitor International's Cat Food in Germany 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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CAT FOOD IN GERMANY

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2023 DEVELOPMENTS

Inflation and increasing cost of raw materials drive up price of cat food

Premiumisation drops due to consumers budgeting and choosing cheaper options

Wet food continues to outperform dry food across price segments

PROSPECTS AND OPPORTUNITIES

Enriched cat food will continue to develop due to owners prioritising their cats' health

Cat treats and mixers to develop further over the forecast period

Sustainability will remain relevant for several aspects of the industry

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