

Cat Food in Germany

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Cat Food in Germany
Euromonitor International
November 2023

List Of Contents And Tables

CAT FOOD IN GERMANY

KEY DATA FINDINGS

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

CATEGORY INDICATORS

Table 1 Cat Owning Households: % Analysis 2018-2023

Table 2 Cat Population 2018-2023

Table 3 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 1 Cat Food by Price Band 2023

Table 4 Sales of Cat Food by Category: Volume 2018-2023

Table 5 Sales of Cat Food by Category: Value 2018-2023

Table 6 Sales of Cat Food by Category: % Volume Growth 2018-2023

Table 7 Sales of Cat Food by Category: % Value Growth 2018-2023

Table 8 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023

Table 9 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 10 NBO Company Shares of Cat Food: % Value 2018-2022

Table 11 LBN Brand Shares of Cat Food: % Value 2019-2022

Table 12 LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 13 Distribution of Cat Food by Format: % Value 2018-2023

Table 14 Forecast Sales of Cat Food by Category: Volume 2023-2028

Table 15 Forecast Sales of Cat Food by Category: Value 2023-2028

Table 16 Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 17 Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

PET CARE IN GERMANY

EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2018-2023

MARKET DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Sales of Pet Food by Category: Volume 2018-2023

Table 20 Sales of Pet Care by Category: Value 2018-2023

Table 21 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 22 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Pet Food: % Value 2018-2022

Table 24 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 25 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 27 □Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 28 □Distribution of Pet Care by Format: % Value 2018-2023

Table 29 □Distribution of Pet Care by Format and Category: % Value 2023

Table 30 □Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 31 □Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 32 □Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 33 □Forecast Sales of Pet Care by Category: Value 2023-2028

Table 34 □Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Cat Food in Germany

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-20
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com