

## **Cat Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029**

Market Report | 2024-02-17 | 454 pages | Mordor Intelligence

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### **Report description:**

The Cat Food Market size is estimated at USD 61.99 billion in 2024, and is expected to reach USD 89.85 billion by 2029, growing at a CAGR of 7.71% during the forecast period (2024-2029).

Higher usage of commercial products and pet humanization are driving the cat food market

- Globally, cats are one of the major pets adopted and are getting popular due to their low maintenance, adaptability to small living spaces, and being treated as a sign of fortune in European countries. In 2022, cats held 32.3% of the global pet food market, which increased by 55.8% between 2017 and 2022 due to an increase of 18.8% in the cat population.
- In 2022, the food product segment was the largest segment of the global cat food market, with a market value of USD 38.62 billion. It is due to the regular feeding of food products to meet their daily nutritional needs, which act as a staple food for cats. Moreover, wet pet food dominated over dry pet food as it accounted for a 53.6% share in 2022 due to its palatability, helps in weight management, and is easy to digest for cats.
- The treats segment was the second largest segment, with a market value of USD 7.19 billion in 2022, followed by veterinary diets (USD 5.76 billion) and nutraceuticals/supplements (USD 1.45 billion). It is expected to be the fastest-growing segment, recording a CAGR of 8.0% during the forecast period due to its advantages, such as positive reinforcement during training sessions, a source of mental stimulation and entertainment, and strengthening the bond between the pet and its parent.
- The growing adoption of veterinary diets as a preventive approach for cats and the increasing incidence of diseases such as renal, urinary tract, and diabetes in cats are creating demand for veterinary diets. It is the second fastest-growing segment, and it is expected to record a CAGR of 7.5% during the forecast period.
- The increase in population, increased awareness of preventive approaches, and rise in pet humanization are the factors

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expected to drive the market at a CAGR of 6.8% during the forecast period.

Increasing cat adoption and the pet humanization trend are driving the global market

- Cats are rapidly growing in popularity as traditional pets worldwide with the growing urbanization as people living in urban areas seek smaller pets with lesser maintenance suitable for compact houses and busy lifestyles. In 2022, the cat food market accounted for 32.3% of the global pet food market, which grew by 34.7% between 2017 and 2021. This growth is associated with the increase in the usage of commercial pet food products with the growing pet humanization trend worldwide, making cats a preferred pet among pet owners.

- North America and Europe were the major regions in the global cat food market, accounting for USD 21.1 billion and USD 19.4 billion in 2022, respectively. The higher share of these regions was because of the higher premiumization trend among its countries, which are highly developed in terms of the pet food market. These countries include the United States, Germany, and France, which held significant shares of 35.3%, 6%, and 5.3% of the global cat food market in 2022, respectively. The majority of pet owners seek products made with natural or organic ingredients, single meat sources, and grain-free that are considered premium.

- In South America, the highest cat adoptions are in Brazil and Argentina. Moreover, the increasing urbanization is estimated to register a CAGR of 12.8% during the forecast period. Cultural factors are also leading to the preference for cats among the younger population in Asia-Pacific, especially in Indonesia and China.

- The adoption of cats among the urban population and the growing pet humanization trend are anticipated to drive the global cat food market, which is expected to register a CAGR of 6.8% during the forecast period.

#### Global Cat Food Market Trends

Cats are the second-largest type of adopted pets globally due to the growing adoption of cats as companions, and increasing awareness about the benefits of owning a cat is driving the cat market

- Globally, cats are being less adopted as compared to dogs. In 2022, the cat population accounted for 24.8%, increasing by 19.2% between 2017 and 2022. The share of cats will be higher in Europe as they consider them a symbol of luck or fortune since historical times, particularly in Russia, a major country with a high population of cats as pets. The high growth of the cat population globally was because of the rise in pet humanization. Cats require less space to live than dogs and can stay alone in a home for a longer time while no human is available to care for the cat. For instance, between 2017 and 2022, more than 70% of pet parents, including cat parents in Russia and the United States, considered cats as family members, friends, or children.

- Cat adoption significantly increased during the COVID-19 pandemic as people had to stay indoors, and cats could stay indoors without feeling cooped up. Cats are more silent than dogs. The United States witnessed higher adoption of cats as pets during the pandemic because of the work-from-home culture, leading to a demand for companionship, with the higher number of pet owners being millennials. For instance, in 2022, 33% of millennials were pet parents in the United States. The higher adoption of cats during the pandemic is expected to positively impact the pet food market growth for a longer period.

- Factors such as an increase in the adoption and purchase of cats and an increase in pet humanization are expected to boost the pet cat population, which will further help in the growth of the pet food market during the forecast period.

Easy availability of e-commerce platforms and premium cat food products has led to an increase in pet expenditure

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- Globally, there is an increase in expenditure for pets, including cats. The trend of increase in pet expenditure over the last five years till 2022 was due to factors such as rising pet food prices, a rise in premiumization, and growing awareness about the benefits of providing specialized pet food products. Moreover, there is a rise in demand for premium pet food products because pet owners want to feed their pets, including cats, with products that are grain-free and contain natural ingredients. There is growth in demand for pet treats as millennials are more aware of the pet food required by their pets and their craving needs, along with the health benefits of treats. In Hong Kong's cat food market, the premium pet food segment accounted for 75% of the pet food sales in 2022. In 2022, more than 50% of pet parents were willing to provide their pets, including cats, with eco-friendly pet care products by paying a premium price.

- There are a higher number of pet parents, including cat owners, that purchase specialized pet food through online channels as compared to other channels such as pet stores, convenience stores, and others because of the high number of products available on the website and the ease of ordering pet food. Amazon is a leader in pet food sales in the United Kingdom, and the website has received more than 579 million visits annually since the pandemic.

- Factors such as increasing premiumization and growing awareness about the health benefits of consuming good quality food are expected to help in increasing pet expenditure during the forecast period.

## Cat Food Industry Overview

The Cat Food Market is fragmented, with the top five companies occupying 35.08%. The major players in this market are ADM, Colgate-Palmolive Company (Hill's Pet Nutrition Inc.), Mars Incorporated, Nestle (Purina) and The J. M. Smucker Company (sorted alphabetically).

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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