

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

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### **Report description:**

The UK Cat Food Market size is estimated at USD 2.72 billion in 2024, and is expected to reach USD 3.01 billion by 2029, growing at a CAGR of 2.05% during the forecast period (2024-2029).

The increased focus of pet owners on cat health and the potential benefits of commercial pet foods are driving the market

- In 2022, cat food accounted for 35.8% of the pet food market in the United Kingdom and experienced a 23.4% increase between 2017 and 2022. This growth can be primarily attributed to the rising cat population and the increasing number of pet owners. For instance, in 2022, the cat population grew by 60.9% compared to 2017. In 2022, the food segment was the largest segment in the cat industry, with a market value of USD 1.9 billion in the UK cat food market. Wet food is highly favored by cats; it had a market value of USD 1.0 billion in 2022.

- The treats segment is the second largest in the UK cat food market, which was valued at USD 276.2 million in 2022. Treats are given to cats in addition to regular food to provide additional health benefits, such as aiding digestion and promoting healthy skin and coat.

- The veterinary diet segment was valued at USD 255.4 million in 2022. Veterinary diets provide optimal nutrition while minimizing the risk of illness and promote the health of the pet. The urinary tract diseases segment held the highest market share in the cat veterinary diet segment. The increasing prevalence of these health conditions in cats has contributed to the growth of this segment.

- The nutraceuticals segment is the fastest growing in the cat food market, which is anticipated to register a CAGR of 9.6% during the forecast period. This growth is driven by the growing awareness of healthy diets, particularly due to increasing health concerns among cats.

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- The cat food market is anticipated to continue growing in the United Kingdom due to the increasing cat population, specific health needs, and greater health awareness among pet owners. It is projected to register a CAGR of 2.0% during the forecast period.

## UK Cat Food Market Trends

Increased people's preference to adopt cats in urban areas as they require less space, affordability, and lower maintenance requirements

- Cat adoption as pets has been increasing in the United Kingdom for the past five years, and the increase in the number of cats as pets in the country can be attributed to a rise in the need for companionship during the COVID-19 pandemic and increasing urbanization. They can also be kept indoors without feeling cooped up. These benefits helped the cat population increase by 69.3% between 2019 and 2022.

- In the United Kingdom, only one region has more cats as pets than dogs. In London, cat ownership was the highest in the country in 2022, accounting for 61% of the pet parents in the city. London has the highest national share of cats adopted because of their affordability and lower maintenance requirements. Most people live in small apartments and houses, which are better suited for cats than dogs. The majority of the cats adopted in the country live in urban areas. People prefer to adopt cats in urban areas because they require less space than dogs and do not need to be taken on walks, which is difficult in busy cities such as London. Cats are relatively quiet creatures, which is required while living in flats, making them a preferred choice for pet parents.

- There is a high potential for the growth of the cat population in the country, with 250,000 stray cats in the urban areas of the country that can be adopted in the coming years. This will help increase the pet population and the demand for cat food products during the forecast period.

- The rising cat population due to increasing urbanization, lower maintenance, and the potential of adopting more cats in the future are anticipated to help in the growth of the pet food market in the country.

The growing cat food product premiumization and increasing demand for high-quality natural cat foods are driving pet cat expenditure in the United Kingdom

- The pet cat expenditure in the country increased by about 23.3% between 2019 and 2022. This upward trend in pet expenses can be explained by the increasing number of pets in the country, which grew from 7.5 million in 2019 to 12.7 million in 2022. Furthermore, the trend of humanizing pets has resulted in a greater demand for premium products, like natural pet food and grain-free pet food.

- There is an increasing demand for specialty food products, particularly for those providing specific nutrition while also addressing safety and health concerns. For instance, sales of the protein-rich premium cat food brand "Fancy Feast" in the country increased from USD 104.8 million in 2016 to USD 137.3 million in 2020, with a CAGR of 7.0%. This trend indicates the increasing demand for premium cat food products in the country. However, the average spending by pet owners on dogs was about 9.7% higher than the average spending on cats. This is mainly due to the larger size of dogs, which require a higher quantity of food compared to cats.

- The preferred distribution channels for purchasing pet food products in the United Kingdom are offline retail channels, such as

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pet shops, vet clinics, and supermarkets. However, e-commerce has become increasingly popular in recent years, especially due to the COVID-19 pandemic. Pet food prices in the United Kingdom have been affected by the political conflict between Russia and Ukraine in 2022, resulting in difficulties in procuring raw materials and impacting pet expenditure. Nevertheless, the trend of high-quality and premium pet food is on the rise due to the growing awareness of its benefits. The growth of pet expenditure is expected to continue during the forecast period.

## UK Cat Food Industry Overview

The UK Cat Food Market is fragmented, with the top five companies occupying 28.98%. The major players in this market are Colgate-Palmolive Company (Hill's Pet Nutrition Inc.), FARMINA PET FOODS, Mars Incorporated, Nestle (Purina) and Virbac (sorted alphabetically).

### Additional Benefits:

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

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