

Cat Food in the United Kingdom

Market Direction | 2024-04-24 | 28 pages | Euromonitor

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Report description:

In 2023, the UK experienced a marginal decline in the cat population, whereby the rate of abandonment surpassed the rate of adoption, resulting in an overall retail volume decline for cat food. Despite the increasing popularity of cats as companions, as evident from a return to growth for the cat population in 2024, there are still challenges for the category, including the prevailing economic landscape, with inflation impacting cat owners and leading to a further increase in unit prices of cat...

Euromonitor International's Cat Food in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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Mars Petcare mitigates inflation through implementation of reduced pack sizes

Cat owners embrace value, promotion, and affordability, valuing private label

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Humanisation is set to drive growth of convenient, yet nutritional cat food, reflecting heightened demand for enhanced dietary solutions

Premiumisation is expected to drive sales of premium wet cat food, as DTC fresh food brands push for adoption in mainstream market

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MARKET INDICATORS

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