

Cat Food in the United Kingdom

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

AVAILABLE LICENSES:

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

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.

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 the United Kingdom
Euromonitor International
April 2024

List Of Contents And Tables

CAT FOOD IN THE UNITED KINGDOM
KEY DATA FINDINGS
2024 DEVELOPMENTS
Stabilising of cat food volumes as cat population returns to growth
Mars Petcare mitigates inflation through implementation of reduced pack sizes
Cat owners embrace value, promotion, and affordability, valuing private label
PROSPECTS AND OPPORTUNITIES
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
Cat treats set to see new format development as rewarding remains popular among younger cat owners
CATEGORY INDICATORS
Table 1 Cat Owning Households: % Analysis 2019-2024
Table 2 Cat Population 2019-2024
Table 3 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024
CATEGORY DATA
Summary 1 Cat Food by Price Band 2024
Table 4 Sales of Cat Food by Category: Volume 2019-2024
Table 5 Sales of Cat Food by Category: Value 2019-2024
Table 6 Sales of Cat Food by Category: % Volume Growth 2019-2024
Table 7 Sales of Cat Food by Category: % Value Growth 2019-2024
Table 8 Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024
Table 9 Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024
Table 10 NBO Company Shares of Cat Food: % Value 2019-2023
Table 11 LBN Brand Shares of Cat Food: % Value 2020-2023
Table 12 LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023
Table 13 Distribution of Cat Food by Format: % Value 2019-2024
Table 14 Forecast Sales of Cat Food by Category: Volume 2024-2029
Table 15 Forecast Sales of Cat Food by Category: Value 2024-2029
Table 16 Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029
Table 17 Forecast Sales of Cat Food by Category: % Value Growth 2024-2029
PET CARE IN THE UNITED KINGDOM
EXECUTIVE SUMMARY
Pet care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for pet care?
MARKET INDICATORS

Scotts International. EU Vat number: PL 6772247784

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

Table 18 Pet Populations 2019-2024

MARKET DATA

Table 19 Sales of Pet Food by Category: Volume 2019-2024

Table 20 Sales of Pet Care by Category: Value 2019-2024

Table 21 Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 22 Sales of Pet Care by Category: % Value Growth 2019-2024

Table 23 NBO Company Shares of Pet Food: % Value 2019-2023

Table 24 LBN Brand Shares of Pet Food: % Value 2020-2023

Table 25 NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 27 □Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 28 □Distribution of Pet Care by Format: % Value 2019-2024

Table 29 □Distribution of Pet Care by Format and Category: % Value 2024

Table 30 □Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 31 □Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 32 □Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 33 □Forecast Sales of Pet Care by Category: Value 2024-2029

Table 34 □Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 35 □Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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 the United Kingdom

Market Direction | 2024-04-24 | 28 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	2026-02-19
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com