

Cat Food in the US

Market Direction | 2024-04-24 | 30 pages | Euromonitor

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Report description:

In 2024, maintaining the trend seen over the previous two years, cat food is set to see solid retail volume growth and more dynamic current value growth in the US. Over the past year, the cat food category has received growing attention from manufacturers, which have launched new or expanded product offerings. With the historic favouring of dogs as man's best friend, the US pet food industry had been reticent to expand within the feline category. Having smaller appetites, pickier taste buds and,...

Euromonitor International's Cat Food in USA 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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