

## **Cat Food in the Philippines**

Market Direction | 2024-04-29 | 24 pages | Euromonitor

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### **Report description:**

In recent years, sales of cat food increased significantly due to rising cat ownership, although the number of cats remained far lower than the number of dogs in the country. The expansion in the cat population attracted many players to the category, leading to a notable increase in the brands available. In 2024, around 30 brands are present, compared with just a few in 2010, indicating that cat food is an area with strong growth potential. Cat food therefore saw solid retail volume and current...

Euromonitor International's Cat Food in Philippines 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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tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

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