

Cat Food in Poland

Market Direction | 2024-05-03 | 26 pages | Euromonitor

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Report description:

Similar to their canine counterparts, cat food in Poland is expected to register a surge in premiumisation in 2024. An improving economic picture, with inflation easing significantly, and real wages rising, is expected to enable this transition. As such, there is expected to be a surge in demand for premium cat food, boasting higher-quality ingredients such as real meat, and also including targeted health benefits such as high fibre hairball control foods, urinary tract support and weight manage...

Euromonitor International's Cat Food in Poland 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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Table of Contents:

Cat Food in Poland
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List Of Contents And Tables

CAT FOOD IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surge in premiumisation

Increased segmentation

Pouches increasingly popular format

PROSPECTS AND OPPORTUNITIES

Claims of sustainability as well as ethical practices more and more important

Technology drives increasing personalisation

E-commerce and discounters main distribution channels

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 POLAND

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2019-2024

MARKET DATA

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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

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SOURCES

Summary 2 Research Sources

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