

## **Cat Food in India**

Market Direction | 2024-06-28 | 25 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Cat food in India is expected to maintain dynamic retail volume and current value growth in 2024. Due to increasing urbanisation, consumers are moving to smaller homes. As a result, they are seeking pets more suitable for limited spaces than dogs, and cats are an ideal choice, since they do not need much room or daily exercise. In addition, cats require minimal maintenance and attention, making them perfect for modern lifestyles. In the past, cat adoption was low, and often considered taboo in m...

Euromonitor International's Cat Food in India 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Cat Food in India  
Euromonitor International  
June 2024

### List Of Contents And Tables

#### CAT FOOD IN INDIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Cat food displays dynamic double-digit growth, along with increasing ownership and increasing branded food options

The competition continues to intensify in cat food

Cat treats and mixers sees steep growth, given the desire for rewards and strengthening of bonds

##### PROSPECTS AND OPPORTUNITIES

Innovation will be key to drive demand in cat food

Building digital campaigns will be a focus, to drive awareness and the adoption of cat food beyond tier-1 cities

Greater polarisation between economy and premium options going forward

##### 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 INDIA

##### 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

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

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](http://www.scotts-international.com)

## Cat Food in India

Market Direction | 2024-06-28 | 25 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com