

Cat Food in India

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

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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.

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Euromonitor International
June 2024

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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

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