

Cat Care in Australia

Industry Report | 2025-09-04 | 41 pages | MarketLine

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Report description:

Cat Care in Australia

Summary

Cat Care in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The cat care market includes retail sales of cat food, cat litter, cat treats & milk, and cat toys. The cat food segment covers dry cat food, kitten food, and moist cat food. The cat litter segment includes silica-based litters, clumping clay litter, and non-clumping clay litters. The cat treats & milk segment includes softy treats, crunchy treats, dehydrated fish or meat treats, dental treats, etc. The cat milk segment covers powdered cat milk formulas, flavored cat milk drinks, etc. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Australian cat care market recorded revenues of \$1,219.1 million in 2024, representing a compound annual growth rate (CAGR) of 3.0% between 2019-24.
- The cat food segment accounted for the market's largest proportion in 2024, with total revenues of \$895.4 million, equivalent to 73.5% of the market's overall value.
- The Australian cat care market experienced moderate growth between 2019-24, driven primarily by the premiumization of food and products, the gradual expansion of veterinary and grooming services, and stronger retail availability through e-commerce and large chains.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the cat care market in Australia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the cat care market in Australia
- Leading company profiles reveal details of key cat care market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Australia cat care market with five year forecasts

Reasons to Buy

- What was the size of the Australia cat care market by value in 2024?
- What will be the size of the Australia cat care market in 2029?
- What factors are affecting the strength of competition in the Australia cat care market?
- How has the market performed over the last five years?
- What are the main segments that make up Australia's cat care market?

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