

## Cat Care in Switzerland

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

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### **Report description:**

Cat Care in Switzerland

Summary

Cat Care in Switzerland industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 soft 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 Swiss cat care market recorded revenues of \$865.6 million in 2024, representing a compound annual growth rate (CAGR) of 4.5% between 2019-24.
- The cat food segment accounted for the market's largest proportion in 2024, with total revenues of \$782.4 million, equivalent to 90.4% of the market's overall value.
- The Swiss cat care market experienced healthy growth during 2019-24, driven by rising cat ownership, premiumisation, and the humanisation trend.

### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the cat care market in

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## Switzerland

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the cat care market in Switzerland
- 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 Switzerland cat care market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Switzerland cat care market by value in 2024?
- What will be the size of the Switzerland cat care market in 2029?
- What factors are affecting the strength of competition in the Switzerland cat care market?
- How has the market performed over the last five years?
- How large is Switzerland's cat care market in relation to its regional counterparts?

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