

# Cat Food in the United Kingdom

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stabilising of cat food volumes as cat population returns to growth
- Mars Petcare mitigates inflation through implementation of reduced pack sizes
- Cat owners embrace value, promotion, and affordability, valuing private label

PROSPECTS AND OPPORTUNITIES

- Humanisation is set to drive growth of convenient, yet nutritional cat food, reflecting heightened demand for enhanced dietary solutions
- Premiumisation is expected to drive sales of premium wet cat food, as DTC fresh food brands push for adoption in mainstream market
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