

Cat Food in India

June 2024

Table of Contents

Cat Food in India - Category analysis

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 - Industry Overview

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

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

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