

Cat Food in Portugal

April 2024

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Cat Food in Portugal - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The growth of cat treats continues in 2023 and 2024, although at a lower level

In addition to the two leaders, private label performs well

Pet humanisation, and the opportunity for innovation and seasonal products to drive growth

PROSPECTS AND OPPORTUNITIES

Growth expected as cat population and feeding of prepared food continue to rise

Private label and manufacturer brands will compete to gain and retain pet owners' preference and loyalty

Innovation will mainly involve product ranges with high added value and differentiated products

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