

# Cat Food in Thailand

April 2024

Table of Contents

## Cat Food in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Reshaping pet food: The rise of cat ownership in Thailand  
Premium cat food drives value growth, reflecting owners' health-conscious lifestyles  
Social media influence stimulates cat owners' preferences

#### PROSPECTS AND OPPORTUNITIES

Mid-priced dry cat food set for dynamic growth  
Imported brands to continue leading premium segment of cat food  
Post-pandemic influence on cat food with shifting preferences and market dynamics

#### 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 Thailand - 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

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cat-food-in-thailand/report](http://www.euromonitor.com/cat-food-in-thailand/report).