

# Other Pet Food in Australia

June 2024

Table of Contents

## Other Pet Food in Australia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Exploring the growth of other pet food in Australia  
Rising popularity of private label and non-prepared meals among other pet owners  
Distribution trends in other pet food

#### PROSPECTS AND OPPORTUNITIES

The impact of urbanisation on other pet ownership in Australia  
Nutrition and humanisation trends in other pet food  
Balancing demand and innovation

#### CATEGORY INDICATORS

Table 1 - Other Pet Population 2019-2024

#### CATEGORY DATA

Table 2 - Sales of Other Pet Food by Category: Volume 2019-2024  
Table 3 - Sales of Other Pet Food by Category: Value 2019-2024  
Table 4 - Sales of Other Pet Food by Category: % Volume Growth 2019-2024  
Table 5 - Sales of Other Pet Food by Category: % Value Growth 2019-2024  
Table 6 - LBN Brand Shares of Bird Food: % Value 2020-2023  
Table 7 - LBN Brand Shares of Fish Food: % Value 2020-2023  
Table 8 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023  
Table 9 - Distribution of Other Pet Food by Format: % Value 2019-2024  
Table 10 - Forecast Sales of Other Pet Food by Category: Volume 2024-2029  
Table 11 - Forecast Sales of Other Pet Food by Category: Value 2024-2029  
Table 12 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029  
Table 13 - Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

## Pet Care in Australia - 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 14 - Pet Populations 2019-2024

#### MARKET DATA

Table 15 - Sales of Pet Food by Category: Volume 2019-2024  
Table 16 - Sales of Pet Care by Category: Value 2019-2024  
Table 17 - Sales of Pet Food by Category: % Volume Growth 2019-2024  
Table 18 - Sales of Pet Care by Category: % Value Growth 2019-2024  
Table 19 - NBO Company Shares of Pet Food: % Value 2019-2023  
Table 20 - LBN Brand Shares of Pet Food: % Value 2020-2023  
Table 21 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023  
Table 22 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023  
Table 23 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024  
Table 24 - Distribution of Pet Care by Format: % Value 2019-2024

Table 25 - Distribution of Pet Care by Format and Category: % Value 2024

Table 26 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 27 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 28 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 29 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 30 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 31 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 - 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/other-pet-food-in-australia/report](http://www.euromonitor.com/other-pet-food-in-australia/report).