

Cat Food in Austria

April 2023

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2023 DEVELOPMENTS

Declining volume sales, despite increase in cat population

Innovation remains key driver of value growth

Leading players benefit from investment in advertising and promotions, with Nestlé's Purina leading the way

PROSPECTS AND OPPORTUNITIES

Continued growth expected, led by cat treats and mixers

Pets shops and superstores will continue to grow in popularity

Leading players will face increasing competition from niche and private label offerings

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