

# Cat Food in the United Kingdom

April 2024

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## Cat Food in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Stabilising of cat food volumes as cat population returns to growth  
Mars Petcare mitigates inflation through implementation of reduced pack sizes  
Cat owners embrace value, promotion, and affordability, valuing private label

#### PROSPECTS AND OPPORTUNITIES

Humanisation is set to drive growth of convenient, yet nutritional cat food, reflecting heightened demand for enhanced dietary solutions  
Premiumisation is expected to drive sales of premium wet cat food, as DTC fresh food brands push for adoption in mainstream market  
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