

Cat Food in India

July 2023

Table of Contents

Cat Food in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Influx of OTT shows and social media campaigns debunk stereotype of cats Mars paves the way for the growth of premium wet cat food Launches by Nestlé India in cat food intensify the competition

PROSPECTS AND OPPORTUNITIES

Diversifying product portfolios will drive growth for cat food Digital campaigns and guidance from major brands set to drive growth of cat food Brands will partner with veterinarians to help them onboard first time cat owners

CATEGORY INDICATORS

Table 1 - Cat Owning Households: % Analysis 2018-2023Table 2 - Cat Population 2018-2023Table 3 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 1 - Cat Food by Price Band 2023 Table 4 - Sales of Cat Food by Category: Volume 2018-2023 Table 5 - Sales of Cat Food by Category: Value 2018-2023 Table 6 - Sales of Cat Food by Category: % Volume Growth 2018-2023 Table 7 - Sales of Cat Food by Category: % Value Growth 2018-2023 Table 8 - Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023 Table 9 - Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023 Table 10 - NBO Company Shares of Cat Food: % Value 2018-2022 Table 11 - LBN Brand Shares of Cat Food: % Value 2019-2022 Table 12 - Distribution of Cat Food by Format: % Value 2018-2023 Table 13 - Forecast Sales of Cat Food by Category: Volume 2023-2028 Table 14 - Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028 Table 15 - Forecast Sales of Cat Food by Category: % Value Growth 2023-2028 Table 16 - Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

Pet Care in India - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for pet care?

MARKET INDICATORS

Table 17 - Pet Populations 2018-2023

MARKET DATA

Table 18 - Sales of Pet Food by Category: Volume 2018-2023Table 19 - Sales of Pet Care by Category: Value 2018-2023Table 20 - Sales of Pet Food by Category: % Volume Growth 2018-2023Table 21 - Sales of Pet Care by Category: % Value Growth 2018-2023Table 22 - NBO Company Shares of Pet Food: % Value 2018-2022Table 23 - LBN Brand Shares of Pet Food: % Value 2019-2022

Table 24 - NBO Company Shares of Dog and Cat Food: % Value 2018-2022Table 25 - LBN Brand Shares of Dog and Cat Food: % Value 2019-2022Table 26 - Penetration of Private Label in Pet Care by Category: % Value 2018-2023Table 27 - Distribution of Pet Care by Format: % Value 2018-2023Table 28 - Distribution of Pet Care by Format and Category: % Value 2023Table 29 - Distribution of Dog and Cat Food by Format: % Value 2018-2023Table 30 - Distribution of Dog and Cat Food by Format and Category: % Value 2023Table 31 - Forecast Sales of Pet Food by Category: Volume 2023-2028Table 32 - Forecast Sales of Pet Care by Category: % Volume Growth 2023-2028Table 33 - Forecast Sales of Pet Food by Category: % Value 2023-2028Table 34 - Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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