

Cat Food in Austria

April 2023

Table of Contents

Cat Food in Austria - Category analysis

KEY DATA FINDINGS

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

CATEGORY INDICATORS

Table 1 - Cat Owning Households: % Analysis 2018-2023

Table 2 - Cat Population 2018-2023

Table 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 - LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 13 - Distribution of Cat Food by Format: % Value 2018-2023

Table 14 - Forecast Sales of Cat Food by Category: Volume 2023-2028

Table 15 - Forecast Sales of Cat Food by Category: Value 2023-2028

Table 16 - Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 17 - Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

Pet Care in Austria - 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 18 - Pet Populations 2018-2023

MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2018-2023

Table 20 - Sales of Pet Care by Category: Value 2018-2023

Table 21 - Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 22 - Sales of Pet Care by Category: % Value Growth 2018-2023

Table 23 - NBO Company Shares of Pet Food: % Value 2018-2022

- Table 24 LBN Brand Shares of Pet Food: % Value 2019-2022
- Table 25 NBO Company Shares of Dog and Cat Food: % Value 2018-2022
- Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022
- Table 27 Penetration of Private Label in Pet Care by Category: % Value 2018-2023
- Table 28 Distribution of Pet Care by Format: % Value 2018-2023
- Table 29 Distribution of Pet Care by Format and Category: % Value 2023
- Table 30 Distribution of Dog and Cat Food by Format: % Value 2018-2023
- Table 31 Distribution of Dog and Cat Food by Format and Category: % Value 2023
- Table 32 Forecast Sales of Pet Food by Category: Volume 2023-2028
- Table 33 Forecast Sales of Pet Care by Category: Value 2023-2028
- Table 34 Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028
- Table 35 Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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