

Pet Care in the United Kingdom

April 2024

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- 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
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Changing competitive landscape as leader Mars Petcare loses share to Nestlé Purina and smaller players

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