

# Cat Food in China

April 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cats remain popular amongst pet owners, resulting in continuous expansion of the cat population  
Pursuit of cost-effective products slows growth in premium dry cat food and overall wet cat food  
Domestic brand maintains growth in cat food thanks to cost-effectiveness

PROSPECTS AND OPPORTUNITIES

Upgrading of meat content and source of raw materials set to continue in cat food  
Diversification of meat sources is becoming a differentiation strategy for cat food brands  
Retail e-commerce set to maintain its dominance in cat food

CATEGORY INDICATORS

- Table 1 - Cat Owning Households: % Analysis 2019-2024
- Table 2 - Cat Population 2019-2024
- Table 3 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

- Summary 1 - Cat Food by Price Band 2024
- Table 4 - Sales of Cat Food by Category: Volume 2019-2024
- Table 5 - Sales of Cat Food by Category: Value 2019-2024
- Table 6 - Sales of Cat Food by Category: % Volume Growth 2019-2024
- Table 7 - Sales of Cat Food by Category: % Value Growth 2019-2024
- Table 8 - Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024
- Table 9 - Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024
- Table 10 - NBO Company Shares of Cat Food: % Value 2019-2023
- Table 11 - LBN Brand Shares of Cat Food: % Value 2020-2023
- Table 12 - LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023
- Table 13 - Distribution of Cat Food by Format: % Value 2019-2024
- Table 14 - Forecast Sales of Cat Food by Category: Volume 2024-2029
- Table 15 - Forecast Sales of Cat Food by Category: Value 2024-2029
- Table 16 - Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029
- Table 17 - Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

EXECUTIVE SUMMARY

- Pet care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for pet care?

MARKET INDICATORS

- Table 18 - Pet Populations 2019-2024

MARKET DATA

- Table 19 - Sales of Pet Food by Category: Volume 2019-2024
- Table 20 - Sales of Pet Care by Category: Value 2019-2024
- Table 21 - Sales of Pet Food by Category: % Volume Growth 2019-2024
- Table 22 - Sales of Pet Care by Category: % Value Growth 2019-2024
- Table 23 - NBO Company Shares of Pet Food: % Value 2019-2023

Table 24 - LBN Brand Shares of Pet Food: % Value 2020-2023

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 28 - Distribution of Pet Care by Format: % Value 2019-2024

Table 29 - Distribution of Pet Care by Format and Category: % Value 2024

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 32 - Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 33 - Forecast Sales of Pet Care by Category: Value 2024-2029

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cat-food-in-china/report](http://www.euromonitor.com/cat-food-in-china/report).