

# Cat Food in Germany

November 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation and increasing cost of raw materials drive up price of cat food  
Premiumisation drops due to consumers budgeting and choosing cheaper options  
Wet food continues to outperform dry food across price segments

#### PROSPECTS AND OPPORTUNITIES

Enriched cat food will continue to develop due to owners prioritising their cats' health  
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