

# Cat Food in Portugal

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The growth of cat treats continues in 2023 and 2024, although at a lower level  
In addition to the two leaders, private label performs well  
Pet humanisation, and the opportunity for innovation and seasonal products to drive growth

PROSPECTS AND OPPORTUNITIES

Growth expected as cat population and feeding of prepared food continue to rise  
Private label and manufacturer brands will compete to gain and retain pet owners' preference and loyalty  
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