

# Cat Food in Poland

May 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growing cat population supports stable demand for cat food, with wet food remaining the preferred choice

Humanisation trend continues to drive growth

General trend away from pet stores in favour of e-commerce and discounters

#### PROSPECTS AND OPPORTUNITIES

Relatively low usage of prepared food offers further opportunities for growth

Premiumisation will prevail, despite economic downturn, although there will be a concurrent trend towards economy options

Major players expected to emerge as the winners as Polish economy comes under pressure

#### 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 Poland - 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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