

Cat Food in Indonesia

April 2024

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Cat Food in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cat food maintains healthy value and volume growth, thanks to high cat ownership Central Proteinaprima maintains its lead with the ubiquitous Bolt brand Increasing availability of re-packed formats across channels

PROSPECTS AND OPPORTUNITIES

Positive growth to continue thanks to popularity of cats Dry cat food will remain popular, thanks to offering an affordable volume-to-price ratio Polarisation between economy and premium products expected

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