Cat Food in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Cat population growth slows down compared to dog population
Humanisation trend boosts demand for premium cat food
The Real Pet Food Co establishes itself as a competitor

PROSPECTS AND OPPORTUNITIES
Cat treats expected to grow but make up only a small portion of cat food
Opportunity for further growth in dry cat food
Economy cat food forecasted to decline amid premiumisation

CATEGORY INDICATORS
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Pet Care in New Zealand - Industry Overview

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Retailing developments
What next for pet care?

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