

# Cat Food in New Zealand

May 2023

**Table of Contents** 

## 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

Table 1 - Cat Owning Households: % Analysis 2018-2023Table 2 - Cat Population 2018-2023Table 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: % Volume Growth 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 Table 17 - Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

## Pet Care in New Zealand - 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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