

Other Pet Food in Australia

April 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Growing popularity of small pets due to rising costs
- Surge in retail e-commerce sales of other pet food
- Private label records notable growth due to increasing price-sensitivity

PROSPECTS AND OPPORTUNITIES

- Interest in keeping indigenous animals as pets
- Small mammals and fish expected to grow faster than bird population
- Clean labels and health claims influence purchasing decisions

CATEGORY INDICATORS

Table 1 - Other Pet Population 2018-2023

CATEGORY DATA

- Table 2 - Sales of Other Pet Food by Category: Volume 2018-2023
- Table 3 - Sales of Other Pet Food by Category: Value 2018-2023
- Table 4 - Sales of Other Pet Food by Category: % Volume Growth 2018-2023
- Table 5 - Sales of Other Pet Food by Category: % Value Growth 2018-2023
- Table 6 - LBN Brand Shares of Bird Food: % Value 2019-2022
- Table 7 - LBN Brand Shares of Fish Food: % Value 2019-2022
- Table 8 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022
- Table 9 - Distribution of Other Pet Food by Format: % Value 2018-2023
- Table 10 - Forecast Sales of Other Pet Food by Category: Volume 2023-2028
- Table 11 - Forecast Sales of Other Pet Food by Category: Value 2023-2028
- Table 12 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028
- Table 13 - Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

Pet Care in Australia - 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 14 - Pet Populations 2018-2023

MARKET DATA

- Table 15 - Sales of Pet Food by Category: Volume 2018-2023
- Table 16 - Sales of Pet Care by Category: Value 2018-2023
- Table 17 - Sales of Pet Food by Category: % Volume Growth 2018-2023
- Table 18 - Sales of Pet Care by Category: % Value Growth 2018-2023
- Table 19 - NBO Company Shares of Pet Food: % Value 2018-2022
- Table 20 - LBN Brand Shares of Pet Food: % Value 2019-2022
- Table 21 - NBO Company Shares of Dog and Cat Food: % Value 2018-2022
- Table 22 - LBN Brand Shares of Dog and Cat Food: % Value 2019-2022
- Table 23 - Penetration of Private Label in Pet Care by Category: % Value 2018-2023
- Table 24 - Distribution of Pet Care by Format: % Value 2018-2023

Table 25 - Distribution of Pet Care by Format and Category: % Value 2023
Table 26 - Distribution of Dog and Cat Food by Format: % Value 2018-2023
Table 27 - Distribution of Dog and Cat Food by Format and Category: % Value 2023
Table 28 - Forecast Sales of Pet Food by Category: Volume 2023-2028
Table 29 - Forecast Sales of Pet Care by Category: Value 2023-2028
Table 30 - Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028
Table 31 - Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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