

Cat Food in Germany

November 2023

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2023 DEVELOPMENTS

Inflation and increasing cost of raw materials drive up price of cat food

Premiumisation drops due to consumers budgeting and choosing cheaper options

Wet food continues to outperform dry food across price segments

PROSPECTS AND OPPORTUNITIES

Enriched cat food will continue to develop due to owners prioritising their cats' health

Cat treats and mixers to develop further over the forecast period

Sustainability will remain relevant for several aspects of the industry

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