Cat Food in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Positive growth and new entrants in cat food
Whiskas maintains strong leadership
Distribution diversifies

PROSPECTS AND OPPORTUNITIES
Consumers may shift towards economy alternatives, as new opportunities open up
Growth potential in both wet and dry cat food
Continued strong growth anticipated for cat food

CATEGORY INDICATORS
Table 1 - Cat Owning Households: % Analysis 2018-2023
Table 2 - Cat Population 2018-2023
Table 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: Value 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

Pet Care in the Philippines - 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
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