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
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CATEGORY DATA
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Pet Care in the Philippines - Industry Overview

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Retailing developments
What next for pet care?

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SOURCES

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