



Cat Food in Western Europe

September 2022

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Western Europe seeing below-average growth

Positive growth expected for cat food sales in the forecast period

Wet cat food leads sales in Germany and the UK...

...but dry cat food is still dominant in Turkey

Premium wet and dry cat food add the most new sales in 2017-2022

Private label players offering therapeutic and organic products in France

Modern grocery retailers lead cat food sales in Western Europe

E-commerce makes gains during the pandemic

LEADING COMPANIES AND BRANDS

Competitive landscape quite consolidated in many countries

Nestlé and Mars remain the clear leaders in Western European cat food

Multinational leaders Nestlé and Mars represented across the region

No changes at the top in cat food brand rankings

FORECAST PROJECTIONS

Positive growth expected for cat food in Western Europe over 2022-2027

Insect protein has potential for growth in Western European cat food

COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Ireland: Market Context

Ireland: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape

Switzerland: Market Context

Switzerland: Competitive and Retail Landscape

Turkey: Market Context

Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cat-food-in-western-europe/report.