

Cat Food in Western Europe

September 2022

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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

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