

Cat Food Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global cat food market size reached US\$ 34.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 42.9 Billion by 2028, exhibiting a growth rate (CAGR) of 3.45% during 2023-2028.

Cats are one of the most popular companion pets around the world as they are small, independent by nature, and can keep themselves groomed. Traditionally, owners fed their cats with milk and home-made food, which included leftovers and scraps from family meals. However, the demand for commercially prepared cat food has gradually increased worldwide as it offers vital nutrients for maintaining the weight and energy requirements of cats. It also aids in combating skin allergies and infections as well as improving the overall health and life expectancy of cats.

On account of the increasing pet humanization and the growing trend of nuclear families, the adoption rate of cats is increasing, especially among the young population. These factors have impelled the demand for cat food across the globe. Moreover, the growing awareness among cat owners about nutritional diversification is positively influencing them to opt for customized treats and food products. Besides this, with the rising demand for cat food that is prepared using locally produced ingredients and offers digestive benefits, manufacturers are launching a wide variety of premium pet food items, such as organic, natural and gluten-free variants, to expand their product portfolio. They are also utilizing innovative packaging solutions to differentiate their products from other competitors operating in the industry. Furthermore, the introduction of cat food in convenient stand-up pouches, re-closable bags, and single-serve pouches and bags is also impelling the market growth worldwide.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global cat food market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, pricing type, ingredient type and distribution channel.

Breakup by Product Type:

- Dry Cat Food
- Cat Treats
- Wet Cat Food

Wet cat food currently represents the most preferred product around the world as it is cheaper, easy to store and can be left out for the cat to nibble.

Breakup by Pricing Type:

- Mass Products
- Premium Products

At present, mass products exhibit a clear dominance in the market on account of their affordable prices.

Breakup by Ingredient Type:

- Animal Derivatives
- Plant Derivatives

Animal-derived cat food accounts for the majority of the total market share as these ingredients offer high nutritional value.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Online Stores
- Others

Supermarkets and hypermarkets hold the largest share as they offer pet owners different product varieties and brands of pet food to choose from.

Regional Insights:

North America

Western Europe

Asia Pacific

Latin America

Eastern Europe

Middle East and Africa

On the geographical front, North America enjoys the leading position in the market on account of the increasing pet ownership in the region. Apart from this, the emergence of private label brands is also strengthening the growth of the market.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are:

Mars Petcare

The J.M. Smucker Company (Big Heart Pet Brands)

Colgate-Palmolive (Hill's Pet Nutrition Inc.)

Nestle Purina PetCare

Blue Buffalo Co., Ltd.

CANIDAE Pet Foods

Key Questions Answered in This Report

1. What was the size of the global cat food market in 2022?
2. What is the expected growth rate of the global cat food market during 2023-2028?
3. What are the key factors driving the global cat food market?
4. What is the impact of COVID-19 on the global cat food market?
5. What is the breakup of the global cat food market based on the product type?
6. What is the breakup of the global cat food market based on the pricing type?
7. What is the breakup of the global cat food market based on the ingredient type?
8. What is the breakup of the global cat food market based on the distribution channel?
9. What are the key regions in the global cat food market?
10. Who are the key companies/players in the global cat food market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL CAT FOOD MARKET

- 5.1 Market Overview
- 5.2 Market Performance
 - 5.2.1 Volume Trends
 - 5.2.2 Value Trends
- 5.3 Impact of COVID-19
- 5.4 Price Analysis
 - 5.4.1 Key Price Indicators
 - 5.4.2 Price Structure
 - 5.4.3 Price Trends
- 5.5 Market Breakup by Region
- 5.6 Market Breakup by Product Type
- 5.7 Market Breakup by Pricing Type
- 5.8 Market Breakup by Ingredient Type
- 5.9 Market Breakup by Distribution Channel

- 5.10 Market Forecast
- 5.11 SWOT Analysis
 - 5.11.1 Overview
 - 5.11.2 Strengths
 - 5.11.3 Weaknesses
 - 5.11.4 Opportunities
 - 5.11.5 Threats
- 5.12 Value Chain Analysis
 - 5.12.1 Overview
 - 5.12.2 Research and Development
 - 5.12.3 Raw Material Procurement
 - 5.12.4 Manufacturing
 - 5.12.5 Marketing
 - 5.12.6 Distribution
 - 5.12.7 End-Use
- 5.13 Porter's Five Forces Analysis
 - 5.13.1 Overview
 - 5.13.2 Bargaining Power of Suppliers
 - 5.13.3 Bargaining Power of Buyers
 - 5.13.4 Degree of Competition
 - 5.13.5 Threat of Substitutes
 - 5.13.6 Threat of New Entrants
- 5.14 Key Success and Risk Factors

6 MARKET BREAKUP BY REGION

- 6.1 North America
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Western Europe
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Asia-Pacific
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Latin America
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Eastern Europe

- 6.5.1 Market Trends
- 6.5.2 Market Forecast
- 6.6 Middle East and Africa
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast

7 MARKET BREAKUP BY PRODUCT TYPE

- 7.1 Dry Food
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Cat Treats
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Wet Cat Food
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast

8 MARKET BREAKUP BY PRICING TYPE

- 8.1 Mass Products
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Premium Products
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY INGREDIENT TYPE

- 9.1 Animal Derivatives
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Plant Derivatives
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast

10 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 10.1 Supermarkets and Hypermarkets

- 10.1.1 Market Trends
- 10.1.2 Market Forecast
- 10.2 Specialty Stores
 - 10.2.1 Market Trends
 - 10.2.2 Market Forecast
- 10.3 Online stores
 - 10.3.1 Market Trends
 - 10.3.2 Market Forecast
- 10.4 Others
 - 10.4.1 Market Trends
 - 10.4.2 Market Forecast

11 COMPETITIVE LANDSCAPE

- 11.1 Market Structure
- 11.2 Key Players

12 CAT FOOD MANUFACTURING PROCESS

- 12.1 Product Overview
- 12.2 Detailed Process Flow
- 12.3 Various Types of Unit Operations Involved
- 12.4 Mass Balance and Raw Material Requirements

13 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

- 13.1 Land Requirements and Expenditures
- 13.2 Construction Requirements and Expenditures
- 13.3 Plant Layout
- 13.4 Plant Machinery
- 13.5 Machinery Pictures
- 13.6 Raw Material Requirements and Expenditures
- 13.7 Raw Material and Final Product Pictures
- 13.8 Packaging Requirements and Expenditures
- 13.9 Transportation Requirements and Expenditures
- 13.10 Utility Requirements and Expenditures
- 13.11 Manpower Requirements and Expenditures
- 13.12 Other Capital Investments

14 LOANS AND FINANCIAL ASSISTANCE

15 PROJECT ECONOMICS

- 15.1 Capital Cost of the Project
- 15.2 Techno-Economic Parameters
- 15.3 Product Pricing and Margins Across Various Levels of Supply Chain
- 15.4 Taxation and Depreciation
- 15.5 Income Projections
- 15.6 Expenditure Projections
- 15.7 Financial Analysis
- 15.8 Profit Analysis

16 KEY PLAYER PROFILES

- 16.1 Mars Petcare
- 16.2 The J.M. Smucker Company (Big Heart Pet Brands)
- 16.3 Colgate-Palmolive (Hill's Pet Nutrition Inc.)
- 16.4 Nestle Purina PetCare
- 16.5 Blue Buffalo Co., Ltd.
- 16.6 CANIDAE Pet Foods

List Of Tables

LIST OF TABLES

Table 1: Global: Cat Food Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Cat Food Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 3: Global: Cat Food Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 4: Global: Cat Food Market Forecast: Breakup by Pricing Type (in Million US\$), 2023-2028

Table 5: Global: Cat Food Market Forecast: Breakup by Ingredient Type (in Million US\$), 2023-2028

Table 6: Global: Cat Food Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 7: Global: Cat Food Market: Competitive Structure

Table 8: Global: Cat Food Market: Key Manufacturers

Table 9: Cat Food Manufacturing Plant: Costs Related to Land and Site Development (in US\$)

Table 10: Cat Food Manufacturing Plant: Costs Related to Civil Works (in US\$)

Table 11: Cat Food Manufacturing Plant: Costs Related to Machinery (in US\$)

Table 12: Cat Food Manufacturing Plant: Raw Material Requirements (in Tons/Day) and Expenditures (in US\$/Ton)

Table 13: Cat Food Manufacturing Plant: Utility Requirements and Expenditures

Table 14: Cat Food Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)

Table 15: Cat Food Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)

Table 16: Details of Financial Assistance Offered by Financial Institutions

Table 17: Cat Food Manufacturing Plant: Capital Costs (in US\$)

Table 18: Cat Food Manufacturing Plant: Techno-Economic Parameters

Table 19: Cat Food Manufacturing Plant: Taxation (in US\$)

Table 20: Cat Food Manufacturing Plant: Depreciation (in US\$)

Table 21: Cat Food Manufacturing Plant: Income Projections (in US\$)

Table 22: Cat Food Manufacturing Plant: Expenditure Projections (in US\$)

Table 23: Cat Food Manufacturing Plant: Cash Flow Analysis without Considering the Income Tax Liability (in US\$)

Table 24: Cat Food Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability (in US\$)

Table 25: Cat Food Manufacturing Plant: Profit and Loss Account (in US\$)

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Cat Food Market: Major Drivers and Challenges
- Figure 2: Global: Cat Food Market: Volume Trends (in Million Tons), 2017-2022
- Figure 3: Global: Cat Food Market: Value Trends (in Billion US\$), 2017-2022
- Figure 4: Cat Food Market: Price Structure
- Figure 5: Global: Cat Food Market: Average Prices (in US\$/Ton), 2017-2022
- Figure 6: Global: Cat Food Market Forecast: Average Prices (in US\$/Ton), 2023-2028
- Figure 7: Global: Cat Food Market: Breakup by Region (in %), 2022
- Figure 8: Global: Cat Food Market: Breakup by Product Type (in %), 2022
- Figure 9: Global: Cat Food Market: Breakup by Pricing Type (in %), 2022
- Figure 10: Global: Cat Food Market: Breakup by Ingredient Type (in %), 2022
- Figure 11: Global: Cat Food Market: Breakup by Distribution Channel (in %), 2022
- Figure 12: Global: Cat Food Market Forecast: Volume Trends (in Million Tons), 2023-2028
- Figure 13: Global: Cat Food Market Forecast: Value Trends (in Billion US\$), 2023-2028
- Figure 14: Global: Cat Food Industry: SWOT Analysis
- Figure 15: Global: Cat Food Industry: Value Chain Analysis
- Figure 16: Global: Cat Food Industry: Porter's Five Forces Analysis
- Figure 17: North America: Cat Food Market: Value Trends (in Million US\$), 2017 & 2022
- Figure 18: North America: Cat Food Market Forecast: Value Trends (in Million US\$), 2023-2028
- Figure 19: Western Europe: Cat Food Market: Value Trends (in Million US\$), 2017 & 2022
- Figure 20: Western Europe: Cat Food Market Forecast: Value Trends (in Million US\$), 2023-2028
- Figure 21: Asia-Pacific: Cat Food Market: Value Trends (in Million US\$), 2017 & 2022
- Figure 22: Asia-Pacific: Cat Food Market Forecast: Value Trends (in Million US\$), 2023-2028
- Figure 23: Latin America: Cat Food Market: Value Trends (in Million US\$), 2017 & 2022
- Figure 24: Latin America: Cat Food Market Forecast: Value Trends (in Million US\$), 2023-2028
- Figure 25: Eastern Europe: Cat Food Market: Value Trends (in Million US\$), 2017 & 2022
- Figure 26: Eastern Europe: Cat Food Market Forecast: Value Trends (in Million US\$), 2023-2028
- Figure 27: Middle East and Africa: Cat Food Market: Value Trends (in Million US\$),

2017 & 2022

Figure 28: Middle East and Africa: Cat Food Market Forecast: Value Trends (in Million US\$), 2023-2028

Figure 29: Global: Cat Food (Dry Cat Food) Market: Value Trends (in Million US\$), 2017 & 2022

Figure 30: Global: Cat Food (Dry Cat Food) Market Forecast: Value Trends (in Million US\$), 2023-2028

Figure 31: Global: Cat Food (Cat Treats) Market: Value Trends (in Million US\$), 2017 & 2022

Figure 32: Global: Cat Food (Cat Treats) Market Forecast: Value Trends (in Million US\$), 2023-2028

Figure 33: Global: Cat Food (Wet Cat Food) Market: Value Trends (in Million US\$), 2017 & 2022

Figure 34: Global: Cat Food (Wet Cat Food) Market Forecast: Value Trends (in Million US\$), 2023-2028

Figure 35: Global: Cat Food (Mass Products) Market: Value Trends (in Million US\$), 2017 & 2022

Figure 36: Global: Cat Food (Mass Products) Market Forecast: Value Trends (in Million US\$), 2023-2028

Figure 37: Global: Cat Food (Premium Products) Market: Value Trends (in Million US\$), 2017 & 2022

Figure 38: Global: Cat Food (Premium Products) Market Forecast: Value Trends (in Million US\$), 2023-2028

Figure 39: Global: Cat Food (Animal Derived) Market: Value Trends (in Million US\$), 2017 & 2022

Figure 40: Global: Cat Food (Animal Derived) Market Forecast: Value Trends (in Million US\$), 2023-2028

Figure 41: Global: Cat Food (Plant Derived) Market: Value Trends (in Million US\$), 2017 & 2022

Figure 42: Global: Cat Food (Plant Derived) Market Forecast: Value Trends (in Million US\$), 2023-2028

Figure 43: Global: Cat Food Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2017 & 2022

Figure 44: Global: Cat Food Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028

Figure 45: Global: Cat Food Market: Sales through Specialty Stores (in Million US\$), 2017 & 2022

Figure 46: Global: Cat Food Market Forecast: Sales through Specialty Stores (in Million US\$), 2023-2028

Figure 47: Global: Cat Food Market: Sales through Online Stores (in Million US\$), 2017 & 2022

Figure 48: Global: Cat Food Market Forecast: Sales through Online Stores (in Million US\$), 2023-2028

Figure 49: Global: Cat Food Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 50: Global: Cat Food Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 51: Cat Food Manufacturing: Detailed Process Flow

Figure 52: Cat Food Manufacturing Process: Various Types of Unit Operations Involved

Figure 53: Cat Food Manufacturing Process: Conversion Rate of Feedstocks

Figure 54: Cat Food Manufacturing Plant: Proposed Plant Layout

Figure 55: Cat Food Manufacturing Plant: Breakup of Capital Costs (in %)

Figure 56: Cat Food Manufacturing Plant: Margins Across Various Levels of the Supply Chain

Figure 57: Cat Food Manufacturing Plant: Breakup of Production Costs (in %)

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