

# **Cat Food Market Report by Product Type (Dry Cat Food, Cat Treats, Wet Cat Food), Pricing Type (Mass Products, Premium Products), Ingredient Type (Animal Derivatives, Plant Derivatives), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global cat food market size reached US\$ 35.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 47.9 Billion by 2032, exhibiting a growth rate (CAGR) of 3.2% during 2024-2032. The increasing concerns among pet parents, rising demand for premium quality cat food products, and the growing number of pet friendly cafes represent some of the key factors driving the market.

Cat food is specially formulated pet food designed for catering to the nutritional needs of cats. It is essential to provide cats with a balanced diet that meets their specific dietary requirements and ensures their overall health and well-being. It is made using high quality animal protein sources, such as chicken, turkey, fish, or beef. It is rich in proteins, carbohydrates, fats, iron, sodium, zinc, calcium, vitamins, minerals, phosphorus, magnesium, and other essential nutrients. It also includes fatty acids that support healthy skin, a shiny coat, and various bodily functions. It is economical, convenient, and provides a healthy immune system and strong bones and muscles among cats. It also offers energy and nutrient-dense calories and controls weight, treats constipation, prevents obesity, and better digestion. It is selected depending on the age, health condition, and dietary requirements of the cat.

Cat Food Market Trends:

The increasing concerns among pet parents about the health of their cats represents one of the major factors driving the demand for cat food around the world. Moreover, the rising awareness about the nutritional facts of cat food products on account of their numerous advantages, such as encouraging a healthy gut and enhancing digestion, is favoring the growth of the market. In addition, the growing demand for premium quality cat food products that are fortified with high animal protein, vitamins, minerals, and antibiotic and antioxidant properties on account of rapid urbanization and expanding purchasing power of pet parents is influencing the market positively. Apart from this, the rising number of pet friendly cafes, restaurants, and hotels that serve cat food is increasing the sales of cat food products worldwide. Furthermore, governing agencies of numerous countries are undertaking initiatives to encourage the use of healthy and safe ingredients that improve the overall wellness of cats. They are also supporting the need for transparency in cat food ingredients. Besides this, product manufacturers are introducing organic, natural, and gluten free cat food variants to expand their product portfolio. They are also using innovative packaging solutions to distinguish their products from other competitors operating in the industry. Leading manufacturers are launching cat food in convenient stand-up pouches, re-closable bags, and single-serve pouches and bags to expand their consumer base.

#### 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 2024-2032. Our report has categorized the market based on product type, pricing type, ingredient type and distribution channel.

#### Product Type Insights:

Dry Cat Food

Cat Treats

Wet Cat Food

The report has provided a detailed breakup and analysis of the cat food market based on the product type. This includes dry cat food, cat treats, and wet cat food. According to the report, wet cat food represented the largest segment.

#### Pricing Type Insights:

Mass Products

## Premium Products

A detailed breakup and analysis of the cat food market based on the pricing type has also been provided in the report. This includes mass products and premium products. According to the report, mass products accounted for the largest market share.

## Ingredient Type Insights:

Animal Derivatives

Plant Derivatives

The report has provided a detailed breakup and analysis of the cat food market based on the ingredient type. This includes animal derivatives and plant derivatives. According to the report, animal derivatives represented the largest segment.

## Distribution Channel Insights:

Supermarkets and Hypermarkets

Specialty Stores

Online Stores

Others

A detailed breakup and analysis of the cat food market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

## Regional Insights:

North America

Western Europe

Asia Pacific

Latin America

Eastern Europe

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America; Western Europe; Asia Pacific; Latin America; Eastern Europe; and the Middle East and Africa. According to the report, North America

was the largest market for cat food. Some of the factors driving the North America cat food market included the easy availability, product innovations, marketing strategies, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global cat food market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include 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, etc.

#### Key Questions Answered in This Report

1. What was the size of the global cat food market in 2023?
2. What is the expected growth rate of the global cat food market during 2024-2032?
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?
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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?

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