

# Cat Care in Australia - Market Summary, Competitive Analysis and Forecast to 2024

<https://marketpublishers.com/r/C7C828C159BFEN.html>

Date: June 2021

Pages: 36

Price: US\$ 350.00 (Single User License)

ID: C7C828C159BFEN

## Abstracts

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### SUMMARY

Cat Care in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The cat care market consists of the retail sale of cat food, cat litter, cat toys, and cat treats & milk. The cat food segment consists of dry cat food, kitten food, and moist cat food. The cat toys segment contains all non-food items bought for cats to play or exercise with, such as balls, soft toys, and interactive toys. The cat treats segment consists of healthy and/or sweet snacks and treats sold specifically for occasional consumption by domestic cats. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Australian Cat care market had total revenues of \$888.5m in 2019, representing a compound annual growth rate (CAGR) of 2.4% between 2015 and 2019.

Market consumption volumes declined with a compound annual rate of change

(CAGR) of -0.3% between 2015-2019, to reach a total of 274.6 million kilograms in 2019.

The trend of considering pets as family members is increasing, driving the growth of the cat care market in the country.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the cat care market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the cat care market in Australia

Leading company profiles reveal details of key cat care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia cat care market with five year forecasts

## REASONS TO BUY

What was the size of the Australia cat care market by value in 2019?

What will be the size of the Australia cat care market in 2024?

What factors are affecting the strength of competition in the Australia cat care market?

How has the market performed over the last five years?

What are the main segments that make up Australia's cat care market?

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