

# Cat Care in Australia

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## Abstracts

Cat Care in Australia

### SUMMARY

Cat Care in Australia industry profile provides top%li%line qualitative and quantitative summary information including: market share, market size (value 2014%li%18, and forecast to 2023). 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, and cat treats & milk. The cat food segment consists of dry cat food, kitten food, and moist cat food. 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 2018 exchange rates.

The Australian cat care market had total revenues of \$837.0m in 2018, representing a compound annual growth rate (CAGR) of 2.2% between 2014 and 2018.

Market consumption volumes declined with a compound annual rate of change (CARC) of - 0.2% between 2014%li%2018, to reach a total of 275.5 million kilograms in 2018.

Increasing purchasing power created demand for premium cat care products, which is estimated to drive the market growth.

## 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 2018?

What will be the size of the Australia cat care market in 2023?

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

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### COMPANIES MENTIONED

Mars, Incorporated  
Nestle SA

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