



Euromonitor
International

Cat Food in France

May 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

The rising cat population supports value growth, as consumers invest in premium products

Nestlé Purina PetCare France retains its lead while recording the strongest uplift in share

Retail e-commerce leads sales, with key players including dedicated pet shops

PROSPECTS AND OPPORTUNITIES

High-quality proteins, superfood ingredients and functional benefits are set to drive value growth

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