



Euromonitor
International

Cat Food in Austria

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Breed-specific nutrition and a migration away from homemade food supports growth
Mars Austria OG leads while Vitakraft Pet Care GmbH & Co KG records the strongest growth
Supermarkets and pet stores and superstores compete for the leading position

PROSPECTS AND OPPORTUNITIES

Wet cat food is expected to remain a driver of growth as launches focus on premiumisation
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