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# Cat Food in the United Kingdom

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Table of Contents

## Cat Food in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Conscious spending trends and stabilised prices result in flat growth

Rising competition limits growth of leading players

E-commerce leads distribution, driven by convenience

#### PROSPECTS AND OPPORTUNITIES

Humanisation and premiumisation will drive further value growth

Cat food e-commerce sales will continue to evolve and remain competitive

Demand for innovative and health-focused food will continue

Summary 1 - Cat Food by Price Band 2025

#### CATEGORY INDICATORS

Table 1 - Cat Owning Households: % Analysis 2020-2025

Table 2 - Cat Population 2020-2025

Table 3 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2020-2025

#### CATEGORY DATA

Table 4 - Sales of Cat Food by Category: Volume 2020-2025

Table 5 - Sales of Cat Food by Category: Value 2020-2025

Table 6 - Sales of Cat Food by Category: % Volume Growth 2020-2025

Table 7 - Sales of Cat Food by Category: % Value Growth 2020-2025

Table 8 - Sales of Dry Cat Food by Life-Cycle: % Value 2020-2025

Table 9 - Sales of Wet Cat Food by Life-Cycle: % Value 2020-2025

Table 10 - NBO Company Shares of Cat Food: % Value 2020-2024

Table 11 - LBN Brand Shares of Cat Food: % Value 2021-2024

Table 12 - LBN Brand Shares of Cat Treats and Mixers: % Value 2021-2024

Table 13 - Distribution of Cat Food by Format: % Value 2020-2025

Table 14 - Forecast Sales of Cat Food by Category: Volume 2025-2030

Table 15 - Forecast Sales of Cat Food by Category: Value 2025-2030

Table 16 - Forecast Sales of Cat Food by Category: % Volume Growth 2025-2030

Table 17 - Forecast Sales of Cat Food by Category: % Value Growth 2025-2030

## Pet Care in the United Kingdom - Industry Overview

### EXECUTIVE SUMMARY

Pet care in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for pet care?

### MARKET INDICATORS

Table 18 - Pet Populations 2020-2025

### MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2020-2025

Table 20 - Sales of Pet Care by Category: Value 2020-2025

Table 21 - Sales of Pet Food by Category: % Volume Growth 2020-2025

Table 22 - Sales of Pet Care by Category: % Value Growth 2020-2025

Table 23 - NBO Company Shares of Pet Food: % Value 2020-2024

Table 24 - LBN Brand Shares of Pet Food: % Value 2021-2024

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2020-2024

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2021-2024

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2020-2025

Table 28 - Distribution of Pet Care by Format: % Value 2020-2025

Table 29 - Distribution of Pet Care by Format and Category: % Value 2025

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2020-2025

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2025

Table 32 - Forecast Sales of Pet Food by Category: Volume 2025-2030

Table 33 - Forecast Sales of Pet Care by Category: Value 2025-2030

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

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## SOURCES

Summary 2 - Research Sources

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