



Nestlé SA in Pet Care

November 2024

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STATE OF PLAY

Nestlé is forecast to have the highest absolute growth from 2023 to 2026

The US is by far the largest market for Nestlé Purina in the world

Company overview

Market momentum coming from both inflation and adoption growth drives Nestlé sales

EXPOSURE TO FUTURE GROWTH

Exposure to growth

Rising pet humanisation: A boon for the pet care industry amidst declining birth rates

Mars and Nestlé in fierce competition to lead global pet food market

COMPETITIVE POSITIONING

Nestlé ranks among the top 10 pet care players with the least reliance on its top three brands

Key categories and markets

Premiumisation and humanisation trend at the forefront of Purina growth strategy

Nestlé sustains strong market leadership with key brands spanning all price segments

Clean ingredients and therapeutic food drive Purina innovations

Due to fierce channel competition, Purina distributes across all online retailers

Nestlé focuses on health-targeted food and solutions to tap into premiumisation

DOG AND CAT FOOD

Latin America remains a key focus for Nestlé as pet adoption continues to grow

Cat food sales are higher than dog food in top European countries as population drives demand

Purina continues to launch initiatives to trial more sustainable actions

KEY FINDINGS

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Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

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