Over the review period, the cat population in China witnessed even more dynamic growth than dogs, further closing the gap with the latter in 2017. Apart from the similar demographic reasons that also caused the growth of dogs including the ageing population and lower birth rates, modern lifestyles also had a significant impact on the popularity of cats among Chinese people, in particular the younger generation. Strongly influenced by "Otaku culture", a large number of young Chinese people are ve...

Euromonitor International's Cat Food in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
* Get a detailed picture of the Cat Food market;
* Pinpoint growth sectors and identify factors driving change;
* Understand the competitive environment, the market’s major players and leading brands;
* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years’ experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.
Table 7 Sales of Cat Food by Category: % Value Growth 2013-2018
Table 8 Sales of Premium Cat Food by Category: Value 2013-2018
Table 9 Sales of Premium Cat Food by Category: % Value Growth 2013-2018
Table 10 Sales of Dry Cat Food by Life-Cycle: % Value 2013-2018
Table 11 Sales of Wet Cat Food by Life-Cycle: % Value 2013-2018
Table 12 NBO Company Shares of Cat Food: % Value 2013-2017
Table 13 LBN Brand Shares of Cat Food: % Value 2014-2017
Table 14 Forecast Sales of Cat Food by Category: Volume 2018-2023
Table 15 Forecast Sales of Cat Food by Category: Value 2018-2023
Table 16 Forecast Sales of Cat Food by Category: % Volume Growth 2018-2023
Table 17 Forecast Sales of Cat Food by Category: % Value Growth 2018-2023

Executive Summary
Rapid Pet Population Expansion Underpins Robust Growth of Pet Care
Growing Popularity of Cats Leads To Prosperity for Cat Food and Products
Domestic Players Achieve Notable Sales Share Gain
Internet Retailing Goes From Strength To Strength
Pet Care Is Expected To Maintain Buoyant Growth

Market Indicators
Table 18 Pet Populations 2013-2018

Market Data
Table 19 Sales of Pet Food by Category: Volume 2013-2018
Table 20 Sales of Pet Care by Category: Value 2013-2018
Table 21 Sales of Pet Food by Category: % Volume Growth 2013-2018
Table 22 Sales of Pet Care by Category: % Value Growth 2013-2018
Table 23 NBO Company Shares of Pet Food: % Value 2013-2017
Table 24 LBN Brand Shares of Pet Food: % Value 2014-2017
Table 25 NBO Company Shares of Dog and Cat Food: % Value 2013-2017
Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2014-2017
Table 27 Distribution of Pet Care by Format: % Value 2013-2018
Table 28 Distribution of Pet Care by Format and Category: % Value 2018
Table 29 Distribution of Dog and Cat Food by Format: % Value 2013-2018
Table 30 Distribution of Dog and Cat Food by Format and Category: % Value 2018
Table 31 Forecast Sales of Pet Food by Category: Volume 2018-2023
Table 32 Forecast Sales of Pet Care by Category: Value 2018-2023
Table 33 Forecast Sales of Pet Food by Category: % Volume Growth 2018-2023
Table 34 Forecast Sales of Pet Care by Category: % Value Growth 2018-2023

Definitions
Sources
Summary 2 Research Sources