

Cat Food in Belgium

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in sales of cat food stimulated by increase in cat population as well as humanisation and premiumisation trends
Cat treats and mixers are bought to deepen owner/cat relationship
Mars and Nestlé characterise cat food holding over half of category value share

PROSPECTS AND OPPORTUNITIES

Insect-based Bazoef brand available for cats over the forecast period
Raw, fresh and natural ingredients benefit from growing demand
Supermarkets remains the leading channel, although pet shops and superstores, especially outlets with a retail e-commerce arm, is gaining ground

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