

# Cat Food in Indonesia

April 2024

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#### 2024 DEVELOPMENTS

Cat food maintains healthy value and volume growth, thanks to high cat ownership Central Proteinaprima maintains its lead with the ubiquitous Bolt brand Increasing availability of re-packed formats across channels

## PROSPECTS AND OPPORTUNITIES

Positive growth to continue thanks to popularity of cats

Dry cat food will remain popular, thanks to offering an affordable volume-to-price ratio

Polarisation between economy and premium products expected

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