



Euromonitor
International

Cat Food in Switzerland

June 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cat Food Summary

INDUSTRY PERFORMANCE

Premiumisation and Innovation Drive Value Growth Despite Stagnant Cat Population

Wet Cat Food Leads Volume, While Treats and Mixers Benefits From Innovative Offerings

Manufacturers Lead Functional and Sustainable Product Innovation

Chart 1 - Kattovit's Mineral-Enriched Gastro Offering Elevates Cats' Digestive Health and Wellbeing

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Premium Innovation and Health Focus to Drive Sustained Growth in Prepared Foods

Manufacturers to Expand Functional and Transparent Ranges to Meet Health-Conscious Consumers

Premiumisation and Sustainability Trends to Reshape Retail and Consumer Engagement

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Manufacturers Strengthen Their Lead through Brand Trust and Innovation

Emerging Natural and Functional Brands Drive Gradual Innovation-Led Growth

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Lead as Swiss Consumers Prioritise Trust and Convenience

Retail E-Commerce Expands Steadily, Driven by Repeat Purchases and Convenience

Chart 9 - Retail Channels 2021-2026

PRODUCTS

Brands Advance Health and Sustainability with Targeted Nutrition

Chart 10 - Acana Indoor Entrée Offers Sustainable, Premium Whole-Prey Cat Food

Kiwi Walker's Multifunctional Treats Meet Demand for Versatile Pet Snacks

Chart 11 - Kiwi Walker's Premium Natural Freeze-Dried Treats Suitable for Cats and Dogs

ECONOMIC CONTEXT

Chart 12 - Economic Context for Cat Food

Chart 13 - Real GDP Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Cat Food

Chart 16 - Population 2021-2031

Chart 17 - Consumer Expenditure 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Premium and Functional Innovations Sustain Value Growth Amid Volume Constraints

Cat Food Leads in Volume, While Dog Food Drives Retail Value Growth

Brands Exemplify Hhealth and Sustainability Shapeing Product Innovation

Chart 20 - Rinti Singlefleisch Exclusive Offers Mono-Protein, Grain-Free Nutrition

Chart 21 - Value Sales 2021-2031

Chart 22 - Volume Sales 2021-2031

Chart 23 - Value Sales by Category 2026

Chart 24 - Pet Populations 2021-2026

WHAT'S NEXT?

Swiss Pet Owners to Drive Steady Value Growth Despite Demographic Challenges

Dog Food to Maintain Value Leadership, While Pet Products Captures Tech-Driven Growth

Retailers to Expand Smart Pet Offerings to Capitalise on Health and Humanisation Trends

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Players Consolidate Lead, While Market Concentration Remains Stable

Chart 27 - Analyst Insight for Pet Care

Innovation and Private Label Competition Shape Dynamic Market Opportunities

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Their Lead through Convenience and Loyalty

Retail E-Commerce Accelerates Growth, Driven by Convenience and Subscriptions

Chart 30 - Retail Channels 2021-2026

PRODUCTS

Vitakraft and Wooftiger Exemplify Multifunctional Health and Eco-Friendly Design

Chart 31 - Vitakraft Vita Hearts Immunity – Multifunctional Treats for Improved Health and Wellbeing

ECONOMIC CONTEXT

Chart 32 - Economic Context for Pet Care

Chart 33 - Real GDP Growth 2021-2031

Chart 34 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 35 - Consumer Context for Pet Care

Chart 36 - Population 2021-2031

Chart 37 - Consumer Expenditure 2021-2031

Chart 38 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cat-food-in-switzerland/report.