

CONSUMER DEMAND & MARKET GROWTH

# Cat Insights Report





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# Introduction & Methodology

Anticipate what's on consumers' minds *before* it's on shelves. Look ahead with Nextin™ Research.

Nextin Research™ by MarketPlace is where **pet, supplement, food, and beverage** industry professionals turn to stay in front of trends and plan for the future.

Since 2002, MarketPlace has served as a strategic advisor and brand activator for global enterprises and mid-market companies in these categories. An extension of MarketPlace, Nextin Research makes powerful insights and consumer intelligence available on-demand with:

- **Fresh data** from current proprietary consumer research
- **PowerPoint charts and tables** ready to drop into your next presentation
- **Insights-rich reports** like this one that connect insights to innovation, investment, branding, and marketing opportunities

With a full-circle view of the pet, supplement, food, and beverage markets, Nextin™ looks to the future so you can anticipate what's next.

*More than data*, Nextin maps the connections between supplier innovation and consumer demand to uncover category white space and inspire innovation.



# What's Inside

For brands, retailers, investors, and suppliers seeking to drive growth, this Nextin Cat Trends report uncovers:

- **Distinct Consumer Segments:** needs, priorities, and motivations
- **Cat-Focused Pet Category Insights:** food, treats, supplements, dental
- **Hot Topics and Ingredient Trends:** novel proteins, nutraceuticals, and beyond
- **Product Innovation Opportunities:** demand-driving ingredients, formats, and attributes
- **Merchandising and Bundling Insights:** opportunities to increase average cart value
- **Decision-Drivers on the Path to Purchase:** influential product attributes, claims, and consumer values
- **Retail Channel Behaviors and Opportunities:** where consumers shop, what they buy, and the sources that influence purchase decisions

## Methodology

As part of Nextin's annual research on U.S. pet category trends and consumer insights, we survey U.S. pet owners regarding their awareness, attitudes, and behaviors pertinent to the category. This insights report presents several findings from our 2025 study focused on cat owners, along with possible implications for consumer brands, investors, retailers, manufacturers, and ingredient suppliers.

In April 2025, MarketPlace surveyed an online panel of **1,213 U.S. adults aged 18 and older who report owning at least one cat** ("cat owners," "cat parents," "pet parents"). Panelists, hereafter referred to as "cat owners" or "cat parents," were screened to include only respondents who reported making pet product purchase decisions.

**Behaviors such as "purchases" are self-reported and reflect the prior 12 months unless otherwise noted.**



Research design, programming, fieldwork, and analysis were conducted by [Nextin Research](#), the syndicated research arm of strategic advisory and brand activation firm [MarketPlace](#). Samples for these studies are sourced through Dynata, the world's largest first-party data provider. Original sampling is balanced according to the U.S. census for gender and region. Responses were tabulated and are reported here in the aggregate, except where otherwise noted.

# Audience and Segment Definitions

The following segment definitions are established based on self-reported consumption behaviors and attitudes. Segments are not mutually exclusive; a single respondent may appear in multiple segments.

Segment	% of Market	n	Definition
Cat Owners	100%	1,213	Total market; all qualified respondents. Also referred to as “cat parents” or “pet owners.”
Lickable Treat Purchasers	█	█	█
Values-Invested Cat Owners	█	█	█
Values-Influenced Cat Owners	█	█	█
Sustainability-Motivated Cat Owners	█	█	█
Sustainability Investors	█	█	█
Owners of Purebred Cats	█	█	█
Fresh Feeders	█	█	█
Cat Supplement Purchasers	█	█	█

Note: ~n indicates approximate count derived from combined ingredient categories and are not mutually exclusive unless otherwise noted. Analyses of segments with n<100 should be interpreted directionally.

MEET THE AUDIENCE

# Cat Owners at a Glance

In 2025, Nextin Research conducted a survey of 1,213 U.S. adults aged 18 and older who own a cat and play a role in making pet product purchase decisions. These insights are a product of these data, analyzed through the lens of Nextin’s supply chain and consumer market expertise. Purchases reflect the prior 12 months unless otherwise noted.

## Households With Cats

**44%**  
are **cat-only**  
households

**56%**  
are **multi-species**  
households

**52%**  
of cat households  
also **include dogs**

## Categories Purchased

**54%**  
Toys

**30%**  
Scratchers

**24%**  
Functional  
treats

**22%**  
Cat tree/  
tower

**18%**  
Grooming

**18%**  
Dental  
care

**17%**  
Supplements

**17%**  
Medication

## Did You Know

**43%**  
have fed their cat **crunchy treats**  
in the prior month

**46%**  
say their cat has been eating  
the **same brand of food**  
for most of their life

**18%**  
say their cat eats  
**breed-specific food**

## More Likely to Purchase Cat Nutrition Products

**68%**  
from a brand that  
“**contributes to charitable  
organizations/communities**”

**62%**  
made with **sustainably  
sourced** ingredients

**57%**  
in **recyclable** or  
**compostable** packaging



**Cat nutrition products**  
are defined as food,  
treats, or supplements  
for cats.

# Cat Trend Snapshot

A quick reference guide to the cat market at large: product category purchases, retail channels, and influential information sources along the path to purchase.

## The Path to Purchase

Mapping the cat parent’s path from consideration to product purchase starts with knowing where they shop, what they buy, and which attributes motivate purchase intent.

Table 2.01

**Cat Product Categories Purchased**

Product Category Purchased	Cat Owners (n=1,213)
Cat food	■
Treats	■
[Redacted]	■
[Redacted]	■
[Redacted]	■
[Redacted]	■
[Redacted]	■
[Redacted]	■
[Redacted]	■
[Redacted]	■
Supplements	■
[Redacted]	■
[Redacted]	■
[Redacted]	■
[Redacted]	■
[Redacted]	■
[Redacted]	■
[Redacted]	■

■ Indicates categories for which segment-specific analyses are included in this report

### What Do Cat Owners Buy?

Cat owners are cross-category shoppers, averaging 4.8 product category purchases in the prior 12 months.

### SPOTLIGHTS AND DEEP DIVES

- [Cat Food](#)
- [Cat Treats](#)
- [Cat Supplements](#)

## Where Cat Owners Get Their Information

When seeking information about their cats' health and nutrition, cat owners tend to favor checking several sources for trusted opinions based on knowledge and experience. Personal references, like veterinarians and friends and family, are the top individual sources.

However, sources like online search, YouTube, product reviews, and social media allow consumers to do research at their convenience, and two-thirds of cat owners consider information from media channels in their purchase decisions.

On average, cat owners get pet health and nutrition information from 2.7 sources.

**66%**  
get information from **media channels**

**59%**  
turn to **personal references**

**40%**  
reference **both** media channels and personal contacts



Table 2.02  
**Top Sources of Cat Health and Nutrition Information**

Information Source	Cat Owners (n=1,213)
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
YouTube	23%
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
TikTok	11%
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
Podcasts	6%
[Redacted]	[Redacted]
[Redacted]	[Redacted]





# About



# Nextin



# Research



**The Inside Track for Investors and Executives**  
**The Innovation Insights for R&D**  
**The Marketing Advantage for Brands and Retailers**

Nextin™ Research by MarketPlace is a source of rich data and forward-looking insights for CPG and B2B professionals across health and nutrition markets, including:

- Pet Nutrition and Care
- Supplement
- Food
- Beverage
- Ingredients

With proprietary research and first-party data, Nextin Research captures consumer motivations, current behaviors, unmet needs, and underserved values to forecast opportunities in these categories. These data and insights are available for on-demand licensing, including:

- **Insights-rich reports** with industry-informed analyses and innovation insights
- **Market intel** from category strategists
- **PowerPoint charts and tables**, ready to drop into your next presentation or pitch

Rooted in MarketPlace's 23-year legacy and looking to the future, Nextin makes connections beyond what traditional market research firms can deliver.

- **VISIT:** [NextinResearch.com](https://NextinResearch.com)
- **GET IN TOUCH:** [hello@nextinresearch.com](mailto:hello@nextinresearch.com)
- **FOLLOW:** @NextinResearch on [LinkedIn](#)

**Nextin**™  
RESEARCH BY **MARKETPLACE**



# About



# MarketPlace



Since 2002, MarketPlace™ has served as a strategic advisor and brand activator for global enterprises and mid-market companies in pet, supplement, food, and beverage categories.

As specialists in these categories, B2B and CPG brands seek MarketPlace for strategy consulting to inform business decisions, from market expansion to strategic repositioning.

An extension of MarketPlace, Nextin™ Research makes powerful, forward-looking market insights and consumer intelligence available on-demand.

→ **VISIT:** [MarketPlaceBranding.com](http://MarketPlaceBranding.com)

→ **GET IN TOUCH:** [hello@marketplacebranding.com](mailto:hello@marketplacebranding.com)

→ **FOLLOW:** @marketplacebranding on [LinkedIn](#) and [Instagram](#)

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## INDEX OF CHARTS

# Nextin Cat Trends: Charts

This Nextin™ Insights Report is grounded in data from the Nextin Cat Trends 2025 consumer research. Ready-to-use PowerPoint charts from this research are available for licensing at [NextinResearch.com](https://NextinResearch.com).

If you've licensed the full research package, log in to your [Nextin Research](#) account to access these downloads.

If you licensed another component of this research, such as the Insights report (PDF), and would like to add additional data segmentation and analyses, email [hello@nextinresearch.com](mailto:hello@nextinresearch.com) for pricing.

### Cat Ownership and Lifestyles

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- Multi-Species Pet Ownership in Cat-Ownning Households
- Cat Product Purchase Decision-Makers
- Number of Cats in U.S. Households
- Ages of Cats in U.S. Households
- Coat Length/Texture of Cats in U.S. Households
- Coat Color/Pattern of Cats in U.S. Households
- Need-States Motivating Cat Product Purchases, Prior 12 Months

### Cat Treat Trends

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- Cat Treat Formats Fed, Prior Month
- Cat Treat Adoption and Interest by Type
- Cat Treat Attitudes and Usage by Benefit
- Cat Dental Product Adoption and Interest

### Cat Food Trends

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- Cat Food: Frequency of Meals
- Life Stage-Specific Cat Food Purchases, Prior Month
- Cat Feeding Habits and Behaviors
- Fed in Cats' Meals, Prior Month
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- Influence of Biotics on Cat Food Purchases
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- Novel and Conventional Ingredient Influence on Cat Food Purchase
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## Cat Supplement Trends

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## The Cat Product Purchase Journey

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Cat Owner Demographics: Sexual Orientation  
Cat Owner Demographics: Age Group  
Cat Owner Demographics: Household Income  
Cat Owner Demographics: Community Type