



Purrsppectives

Pet

January 26, 2026

Market Momentum Is Going Feline Forward

2025 made one thing clear: cats are driving the next wave of growth in the U.S. pet industry. With cat products outperforming other species across channels, retailers and manufacturers who prioritize feline-focused assortments are positioned to capture meaningful, incremental gains. As cat parents broaden their feeding routines and invest more in treats, accessories, and premium solutions, the opportunity to innovate around convenience, enrichment, and wellness has never been stronger.



Andrea Binder
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Here's what industry experts are saying:

Cat ownership is on the rise. An increase in ownership, more multi-cat homes, and a growing appetite for quality time with their cats show today's owners are redefining what it means to be a "cat person".

- American Pet Products Association (APPA) on the release of their "2025 Dog & Cat Report"



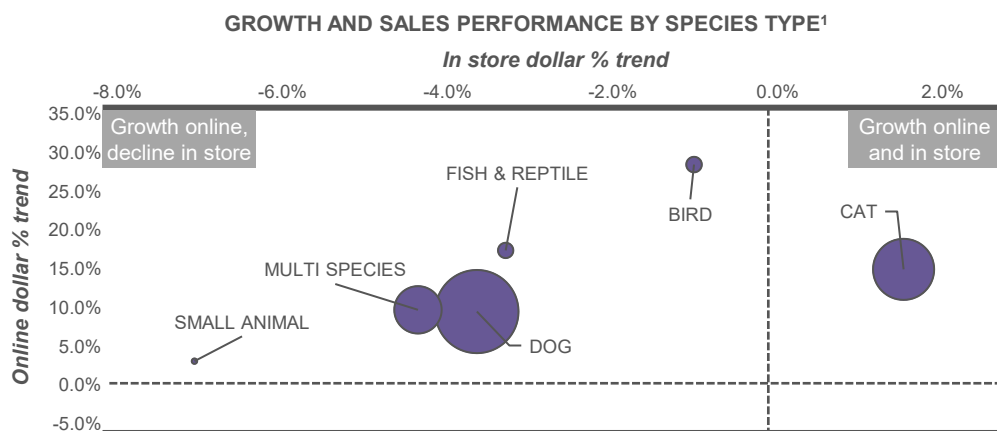
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Implications for Pet Manufacturers and Retailers

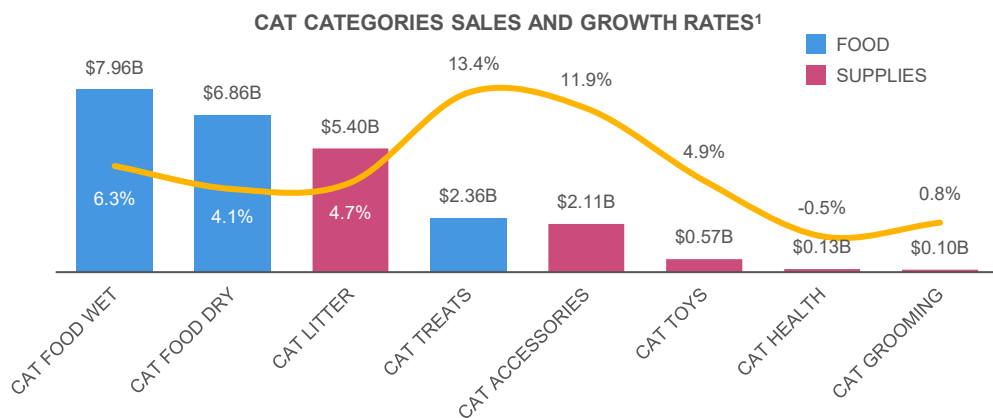
Cats Lead Omnichannel Sales Growth

Cat products are the only species segment showing growth both online and in-store, outperforming all others. All other species groups are declining in-store and many species trailing Cat performance in online growth as well, highlighting Cat's cross-channel strength.



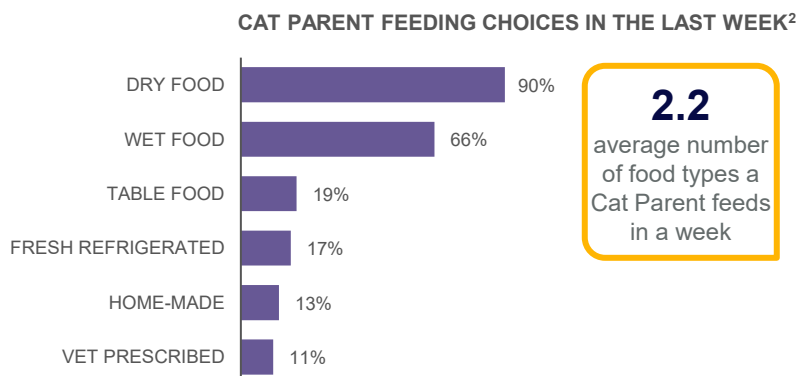
Essentials Rise, Premium Extras Accelerate

Cat essentials such as food and litter are showing steady, above department, growth, while non-essentials are accelerating. Cat Treats are being boosted by newer lickables products, and Cat Accessories are growing primarily driven by automated litter boxes.



Cat Parents Embrace Feeding Variety

Cat parents are embracing more diverse feeding routines, mixing multiple food types throughout the week to give their pets variety and personalization. This aligns with the fact that 78% of cat owners view their cats as equal family members², which drives a more thoughtful and enriched approach to mealtime.



2.2
average number
of food types a
Cat Parent feeds
in a week

26%
of Cat owning
households are
feeding **3+ food
types** a week

¹ NielsenIQ Omniscience Data, Omniscience + | Entire Dataset, Total US Omni, In-Store, Online, Pet Care Department, CY 2025 versus CY 2024
² NielsenIQ BASES Quick Question Survey, Pet Vertical Insights, January 2026, n=555 Cat Owning Households