Australia's top trending cat breeds revealed

There's no doubt about it - Australians are smitten with kittens and cats! But which breeds are we looking for?

Top 10 trending cat breeds

We analysed Google searches of 73 cat breeds and types (pedigree and mixed) to reveal our top 10 breeds nationally, and by state and territory. All top breeds featured are 'pedigree registered' breeds.²

#1 Maine Coon



The winner is... the Maine Coon! The Maine Coon took out the #1 spot in search interest nationally, and in every state and territory. In 2021, there were 821,000 searches for Maine Coon, almost double that of the nearest competitor.

A large, semi-longhaired cat, the Maine Coon is big-boned with a rugged muscular appearance. But despite her size, she's sweet and gentle, and can easily adapt to any environment as long as she has room to exercise.

#2 Bengal



The striking Bengal nabbed the #2 position nationally, and in every state and territory except for Victoria. With 434,000 searches to its name, there's plenty of interest in this breed.

The Bengal has the exotic spotted or marbled appearance of a small forestdwelling wild cat, combined with the domestic cat's affectionate temperament. Curious and alert, this long, muscular cat needs plenty of room to run, jump and play.

#3 Ragdoll



An ideal apartment breed, the Ragdoll was Australia's 3rd most searched for breed, with 397,000 searches.

The Ragdoll is a large, easy-to-handle cat, with a plush coat and relaxed nature. It's her laid-back, tolerant disposition that gives this breed its floopy ragdoll impression. She usually adapts well to change, and gets along with the whole family.

#4 British Shorthair



In 4th place, the British Shorthair received 350,000 searches nationally in 2021, a YoY increase of 23%.

A 19th century British breed, the British Shorthair is a compact yet powerful cat, with a thick dense coat that becomes thicker in winter. She's playful and affectionate, making a loyal companion for someone living on their own.

#5 Sphynx



Mid-way through the list is the Sphyrix, and at 264,000 searches, his unique looks are clearly appreciated by Aussies.

Although she may look completely hairless upon first glance, the Sphynx has a very fine coat similar to peach-fuzz. With an intelligent, lively and amenable nature, the Sphynx is an acrobatic clown that loves to entertain and follow you around the house file a puppy.

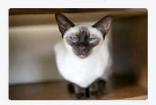
#6 Persian



With 259,000 searches, the elegant Persian comes in at #6.

The Persian's refined looks and soft fur are easily recognisable and well loved. Not known for being an active cat (apart from sudden bursts of kitten-like activity), attention must be paid to the nutritional and exercise needs of this sweet-natured breed.

#7 Slamese



#8 Norwegian Forest



With a history going back to 13th century Thai royalty, the Siamese secured 7th place, with 238,000 searches.

The Siamese is elegant and slender, with an inquisitive face and piercing blue eyes. Sive's an affectionate car, that demands affection and dedication from her parent in equal measure. She can be trained to walk on a lead – as long as she wants to, of course.

Nabbing 8th spot and 197,000 searches is the Norwegian Forest cat, a hunter at heart who enjoys chasing toys as if they were real prey.

The Norwegian Forest cat is a semi-longhaired, strong and muscular cat that originally needed to endure the harsh conditions of Norway's forest environment. A sweet and loving cat, she thrives on plenty of interaction and praise from her parent.

#9 Burmese



Independent and highly intelligent, the Burmese entered 9th place with 191,000 searches.

The Burmese has a short, smooth cost, and a stocky, muscular body. An athletic cat that loves to climb and jump, the Burmese tends to become more placid as she zets older, enjoying nothing more than sitting by the window and watching the world go by.

#10 Siberian



Rounding out our list of Australia's top trending cat breeds is the Siberian in 10th spot. This fluffy breed saw a 19% YoY increase, bringing in a total of 132,000 searches across the board.

Having to survive Russia's harsh winters, the Siberian is a strong, medium to medium-large cat, with a long, thick protective coat. She's an active and playful cut who responds well to games and Jeaning tricks. She loves to be around people, but you'll often find her perched on the highest of heights, enjoying the view below.

Top 25 Trending Cat Breeds in Australia

Ranking	Breed	Registered Status	2020	2021	YoY%
1	Maine Coon	Pedigree Registered Breed	736,000	820,500	11%
2	Bengal	Pedigree Registered Breed	439.200	434.200	-196
3	Ragdoli	Pedigree Registered Breed	365,100	397,200	9%
1	British Shorthair	Pedigree Registered Breed	284,500	350,300	23%
5	Sphynx	Pedigree Registered Breed	256,500	263,900	3%
6	Persian	Pedigree Registered Breed	239,200	439,700	84%
7	Siamese	Pedigree Registered Breed	231,000	237,700	3%
В	Norwegian Forest	Pedigree Registered Breed	184,700	197,400	7%
o.	Burmose	Pedigree Registered Breed	186,100	190,800	3%
10	Siberian	Pedigree Registered Bread	110,500	131,600	19%
11	Devon Rex	Pedigree Registered Broad	126,200	123,600	-2%
12	Russian Blue	Pedigree Registered Breed	133,400	121,000	-9%
13	Munchlein	Padigrae Registered Bread	111,100	99:300	-11%
14	Manx Cat	Pedigree Registered Breed	70,800	78,000	10%
15	Havana Brown	Not Registered on ANCATS	110,000	67,100	39%
16	Bombay	Pedigree Registered Breed	60,600	66,400	10%
17	Himalayan	Not Registered on ANCATS	69,300	66.200	-4%
18	Abyssinian	Pedigree Registered Breed	60,000	61.800	3%
19	Birman	Pedigree Registered Breed	46,400	60,000	29%
20	Exotic Shorthair	Pedigree Registered Breed	60,200	56,000	746
21	Oriental Shorthair	Pedigree Registered Breed	51,300	50,100	-2%
22	Cornish Rex	Pedigree Registered Breed	43,300	48,000	11%
23	Toyger	Pedigree Registered Breed	38,000	46.900	23%
94	Chiochilla	Not Registered on ANCATS	44,000	45,900	CPC
25	Turkish Angora	Pedigree Registered Breed	36,400	45,200	24%

² Australian National Cats Inc. 2021

Top trending cat breeds by state and territory

Read on to find out which cat breeds take the top spots across our states and territories. Is your four-legged friend included in our list?

State & Territory

The Maine Coon is the favourite in all states and territories

The only breed to achieve a consistent ranking across all states and territories, the Maine Coon was the most searched for cat in 2021. She may be large in size, but her sweet and gentle nature has won over fans around the country.

Interest in the British Shorthair higher in Tasmania than QLD

In Tasmania, the British Shorthair ranked #3 for searches, but dropped to 7th place in QLD. This could be because the breed's thick, dense coat makes him much more suitable for the cooler climate of Tasmania than the hot temperatures of QLD.

It's a similar story for the Norwegian Forest cat which ranked #5 in Tasmania, 7^{th} in ACT and 8^{th} or 9^{th} place in the other remaining states. It's another breed that has a thick, heavy coat that's better suited to a cooler climate.

Top Trending Cat Breeds by Australian State and Territory

Cat Breed NSW VIC OLD ACT SA WA NT TAS

Maine Coon	1	1	1	1	1	1	1	1
Bengal	2	3	2	2	2	2	2	2
Ragdoll	3	4	3	3	3	3	4	4
British Shorthair	4	2	7	4	5	5	6	3
Persian	5	5	6	5	6	7	7	7
Sphynx	6	6	4	6	4	4	3	6
Siamese	7	7	5	9	7	6	5	8.
Burmese	8	9	9	8	8	9	8	9
Norwegian Forest	9	8	8	7	9	8	9	5
Siberian	10	10	-	10		10		2
Devon Rex	-	-	10		10	1	-	10
Munchkin	-	10	22	-		9	10	-

Cat traits and characteristics

We analysed Google search volume of specific characteristics such as fur colour and temperament to find out what Australians think is important in a new furry friend.

Tabby on top, but brown trending higher

The distinctive markings and stripes of a tabby cat are well loved by Australians, with 263,000 searches in 2021, a 17% YoY increase. This was closely followed by black coats, with 219,000 searches. Although cats with brown coats came in at #6 with 72,000 searches in 2021, it had a massive YoY increase of 418%. Solid brown coats tend to be rarer in cats and are often said to be the result of a brown gene variant that reduces the amount of black pigment in the fur. The rarity of this colour may partially explain the surge in interest.

Age is the number one factor

For Australians looking to adopt, rescue or buy a cat, age was the top consideration by a considerable margin, with 787,000 searches relating to the age of the cat (i.e. mature or kitten) in 2021.

This was followed by hair (i.e. lots of hair, long and short coats, no hair) with 292,000 scarches. Out of the keywords in this category, 'hairless cat' was the highest searched term, with 222,000 searches. The Sphynx, which came in at #5 in our list of top trending cat breeds nationally, is the most well-known (almost) hairless cat.

The 3rd most searched for characteristic was sociability, that is, people looking for cats that will get along with family members, other people and potentially other pets. Keywords such as 'friendly', 'affectionate', 'playful' and 'social' ranked highly amongst searches.

Maintenance – the characteristic that ranked lowest on our list, but was still a highly searched for category – experienced the biggest YoY change at 23%. That means that there has been a big increase this year in people looking for cat breeds that are easy to look after, particularly in terms of grooming.

Top Trending Cat Coat Colour

Rank	Coat Colour	2020	2021	YoY%
1	Tabby	224,000	262,850	17%
2	Black	187,400	218,660	17%
3	Calico	116,490	147.080	26%
4	Tortoiseshell	122,050	139.130	14%
5	Ginger	98,350	105,080	7%
6	Brown	13,980	72,470	418%
7	White	57,190	61,910	8%
8	Grey	56,140	57,530	296
9	Pointed	780	900	15%
10	Agouti	400	620	55%

Top Trending Cat Traits

Rank	Trait	2020	2021	YoY%
1	Age	770,370	787,090	2%
2	Hair	294,500	292,100	-1%
3	Sociability	27,070	26,440	2%
4	Neuroticism	13,230	13,810	4%
5	Exercise	12,060	12,010	.0%
6	Dominance	3,680	3,780	3%
7	Maintenance	2,370	2,920	23%

Trending cat names

How do you choose the perfect pet name?

Finding the perfect name for your new cat is fun, but can be challenging. You could choose a name to suit his unique personality or looks, or find one that reflects something (or someone) you admire. There's an overwhelming number of options, so to help inspire you, Hill's Pet Nutrition

Australia has pulled together a list of the current top trending names.

Much like baby names, pet name trends change each year, and the names we're loving at the moment are often a reflection of what's happening in the world around us - from popular culture and celebrities to places and events.

To pull together our list, we analysed search volumes of 404 well-known names and popular cat names in order to reveal Australia's current trending favourites through a search 'popularity' index score based on growth in search and Year-on-Year (YoY) change. We also looked at categories such as movie/1 IV, music and tood to see what is trending. Although this isn't a definitive list of what Australians are actually naming their cats, you might be inspired by some of the trends and find just the right name for your new fur baby.

Overell name transfer

 $44\% (11 \ out\ 25) \ of the top\ 25 \ trending\ cat\ names\ are\ in\ reference\ to\ Movie/\ TV\ Shows,\ followed\ by\ music,\ which\ account\ for\ 20\% (5 \ out\ of\ 25) \ and\ Disney\ at\ 16\% (4 \ out\ 25).\ 8\%$ are\ traditional\ male\ names\ and\ the\ remaining\ few\ name\ taking\ top\ places\ are\ female,\ food\ \&\ classic.

Top 25 Trending Names in Australia

Overall Rank	Name	Category	2020	2021	YoY%	Index
i	Cruella	Disney	40,300	1.020,400	2626%	27,26
2	Olivia Rodrigo	Music	165,400	1,625,500	883%	9.83
3	Loki	Movie/TV Show	167,400	1,093,700	553%	6.53
4	Shang Chi	Mavie/TV Show	51,000	324,100	535%	6.35
5	Raya	Disney	35,800	196,800	450%	5.50
6	Wanda	Mavie/TV Show	23,700	102,500	332%	4.32
7	Lady	Disney	58,800	248,400	322%	4.22
8	Dominic Toretto	Movie/TV Show	26,200	110,400	321%	4.21
9	Agnes	Movie/TV Show	28,300	96,600	241%	3,41
10	Lii Nas X	Music	182,500	609,900	234%	3.34
11	Glass Animals	Music	70,200	220,500	214%	3.14
12	Bucky Barnes	Movie/TV Show	48,100	145,000	201%	3.01
13	Sophie	Movie/TV Show	61,200	182,800	199%	2.99
14	Dodger	Disney	53,700	142,800	166%	2.66
15	Sza	Music	86,400	227,000	163%	2.63
16	Dababy	Music	296,300	752,600	154%	2.54
17	Mimi	Female	73,200	179,500	145%	2.45
18	Diana	Movie/TV Show	76,500	172,300	125%	2,25
19	Coffee	Food	2,751,000	6,166,000	124%	2.24
20	Wonder Woman	Movie/TV Show	630:000	1.237.500	96%	1.96
21	King Kong	Movie/TV Show	180,200	342,300	90%	1.90
22	Felix	Male	105,300	191,400	82%	1.82
23	Joey	Ivlate	81,500	144,900	78%	1.78
24	Pepper	Classic	172,200	305,500	77%	1.77
25	Vision	Movte/TV Show	96,000	150,200	56%	1.56

Which name category was the most popular?

How do you choose the perfect pet name?

#1 Movle/TV show

The most searched name category was Movie/TV perhaps an indication of our favourite pastime throughout the pandemic. This category received 16.3 million searches in 2021, representing a 23% YoY change. There were a number of big Hollywood movies released during the year which is reflected in the list of top five searches below:

Top ten searches:

- ✓ #4 Dominic Toretto
 ✓ #5 Bucky Barnes
- ✓ #5 Bucky t
- ✓ #7 Diana

Top Trending Movie / TV Themed Names

Category Rank	Name	2020	2021	YoY%	Index	Overall Rank 2021
1	Lokí	167,400	1.093,700	553%	6.53	3
2	Shang Chi	51.000	324,100	505%	6.35	4
3	Wanda	23,700	102,500	332%	4.32	6
4	Dominic Taretta	26,200	110,400	321%	4.21	8
5	Bucky Barnes	48,100	145,000	201%	3.01	11
6	Sophie	61,200	192,800	199%	2.90	12
7	Diana	76,500	172,300	125%	2.25	17
8	Wonder Woman	630,000	1,237,500	96%	1.96	19
9	King Kong	180,200	342,300	90%	1.89	20
10	Vision	96,000	150,200	56%	1.56	24

#2 Music

Top ten searches:

- ✓ #2 Lil Nas X

Top Trending Music Themed Names

Category Rank	Name	2020	2021	YoY%	Index	Overall Rank 2021
1	Olivia Rodrigo	165,400	1,625,500	883%	9.83	2
2	LII Nas X	182,500	609.900	234%	3.34	9
3	Glass Animals	70,200	220,500	214%	314	10
4	Sza	86.400	227.000	163%	2.63	14
5	Dahaby	296,300	752,600	154%	2.54	15
6	Caroli B	887,500	1,044,000	18%	1.18	55
7	Ariana Grande	1.956.000	2,240,000	15%	1.15	64
8	Kanye West	1,191,700	1,220,000	256	1.02	113
9	Drake	1,060,000	1,054,000	-1%	0.99	130
10	Justin Bieber	1,532,000	1,384,000	-10%	0.90	165

#3 Disney

A favourite category that's sure to inspire a new kitten or cat name is Disney. This category had 11.2 million searches and an 18% YoY change. The top Disney search term – Cruella – was also the highest ranked search term overall with a 27.2 index score and over 1 million searches (2626 YoY% increase), Cruella is a new Disney film based on the character Cruella de Vil from The Hundred and One Dalmatians.

Top ten searches:

Top Trending Disney Themed Names

Category Rank	Name	2020	2021	YoY%	Index	Overall Rank 2021
i	Cruella	40,300	1,025,400	2626%	27.26	1
2	Raya	35,800	196,800	450%	5.50	5
3	Lady	58,800	248,400	322%	4.22	7
4	Dodger	53,700	142,800	166%	2.66	13
5	Mulan	A01,800	833,200	38%	138	30
5	Merida	100,100	118,600	18%	1.18	52
7	Chip	246,700	290,900	18%	1.18	53
В	Dory	98,400	114,/00	1/%	1.1/	5/
9	Tinker Bell	226.200	258.400	14%	1.14	65
10	Belle	144,700	159,200	10%	1.10	77

Many cat owners look to their favourite foods for ideas on what to name their four-legged friend. With 11 million searches, food had a 51% YOY change, showing just how many of us are searching for food ideas and recipes. How sweet are the name ideas below?

Top ten searches:

- ✓ #2 Pumpkin
- #4 Affogato

Top Trending Food Themed Names

Category Rank	Name	2020	2021	YoY%	Index	Overall Rank 2021
ı	Coffee	2,751,000	6,166,000	124%	2.24	18
1	Pumpkin	229,800	329,500	43%	1.43	27
3	Butters	210.900	294,400	40%	1.40	29
4	Affogato	133,300	151,600	1496	1.14	66
5	Dumpling	567,000	640,000	13%	1.13	69
6	Caritly	189,500	205,400	8%	1.08	83
7.	Mocha	194,700	207,300	696	1.06	91
8	Chocolate	662,000	700,000	5%	1.06	94
9	Mango	435,800	450,600	3%	1.03	105
10	Cappuccino	172,200	176,100	296	1.02	114

#5 Male

With 9.8 million searches, male names also included character names and famous icons. The top male name – Felix – is the name of a Korean-Australian K-Pop star as well as a very famous cartoon cat. With 191,000 searches and a YoY change of 82%, could this be the name you're looking for?

Top ten searches:

- ✓ #2 Joey

- ✓ #7 Zeus
- ✓ #8 Sam
- ✓ #9 Simon

Top Trending Male Names

Category Rank	Name	2020	2021	YoY%	Index	Overall Rank 2021
1	Felix	105,300	191,400	82%	1.82	21
2	Joey	81,500	144,900	78%	1.78	22
3	Da Vinci	104,600	151,900	45%	1.45	25
4	Devter	259,005	323,100	25%	1.25	41
5	Louis	82.800	102,900	24%	1.24	42
S .	Casper	110,800	137,400	24%	1 24	43
,	Zeus	236,000	291,700	24%	1.24	44
8	Sam	101,100	123,900	23%	1.23	45
9	Simon	188,200	224,900	20%	1.20	19
10	Prince	396,800	452,800	14%	1.14	66

#6 Female

Pet names often reflect what's trending in baby names, and the top five female names below could inspire you. Overall, this category received 9 million searches, a 5% YOY change. The top trending name. Mimi. which received 180.000 searches (a YOY change of 145%), is also the name of a popular Indian Hindi-language film released recently. Top ten searches:

Top ten searches:

- ✓ #2 Lucy
- ✔ #4 Bella
- ✓ #5 Luna

 ✓ #6 Pixie
- ✓ #7 Zelda
- ▼ #7 Zelda ▼ #8 Jade
- ✓ #10 Willow

Top Trending Female Names

Category Rank	Name	2020	2021	YoYX	Index	Overall Rank 2021
1	Mimi	70,200	179,500	14576	2.45	16
2	Lucy	115,900	167,300	44%	1.44	26
3	Stella	82.200	110,900	35%	1.35	32
4	Bella	72,300	97,000	34%	1.34	34
5	Luna	104,400	139,600	34%	1,34	35
6	Pixie	104,800	137,800	31%	1.31	37
7	Zelda	167,400	201,300	20%	1.20	48
8	Jack	161,400	188,100	17%	1.17	58
9	Dalsv	279.900	326.100	17%	1.17	59
10	Willow	171,500	198,200	16%	1.16	61

#7 Classic

We also analysed traditional, popular pet names to see what's trending. Overall, this category had 2.8 million searches – an 8% YoY change. What's Australia's favourite classic pet name? It's Pepper, with 306,000 searches and a 77% YoY change.

Top ten searches:

- ✓ #6 Oreo
- ✓ #7 Peanut
- ✓ #8 Boo

Top Trending Classic Names

Category Rank	Name	2020	2021	YoY%	Index	Overall Rank 2021
1	Pepper	172,200	305,500	77%	1.77	23
2	Rusty	290,900	371,700	28%	1.28	38
3	Frankie	182,100	222,900	22%	1.22	46
4	Boots	366.800	431,300	18%	1.18	56
5	Socks	211,700	226,600	8%	1.08	86
6	Oreo	151,800	159,800	5%	1.05	96
7.	Peanut	157,600	164,700	5%	1.05	102
8	Boo	162,000	144,000	-11%	0.89	168
9	Smokey	343.300	296,600	-14%	0.86	172
10	Banksy	398,700	323,900	-19%	0.81	176

Looking for a new kitten or cat?

Bringing home a new kitten or cat is one of life's joys, but they're also a big responsibility. Your new family member is dependent on you to take care of all of his needs, and provide him with a safe and loving environment.

Start by choosing the right breed to suit you and your family. Consider how much time you spend at home each day, how much effort you're willing to put into grooming, exercise and playtime, and what the ongoing costs, such as food, toys and veterinary care, are likely to be.

Remember, cats can live for 15 – 20 years, so make sure you do plenty of research before you commit to a new pot.

If you decide you do want to introduce a new kitten or cat into your life, then why not consider adopting one from an animal shelter? Cats adopted from shelters are desexed, wormed, vaccinated and microchipped, ready to enjoy their new home and family.

Find out more about how Hill's Pet Nutrition support shelter pets

Helping your cat live its best life

We all love our cats, and try our best to make their daily lives happy and healthy. But if you're a new pet parent, it can be hard to know how to look after your beloved friend the right way. Fortunately, Hill's Pet Nutrition is here to help. We've put together top tips and advice from our pet experts on topics from care, to training to nutritional needs. No matter which breed you adore, we're there at every stage of your cat's development to help them live their best life.

Methodology

Hill's Pet Nutrition used data sourced from Google Keyword Planner to perform a bespoke data study based on over 163 million Google search volumes, to identify changes in search behaviour around cat ownership due to the current climate across Australia. The study identified search volume and interest around cat adoption and rescue, getting a new cat, cat breeds, cat characteristics and cat names, to highlight Australia's current search interest in ownership and trending cat breeds and cat names.

The data was distilled at a nationwide and state level to provide further insights on cat ownership and the rise in search interest.

All breeds were ranked in two phases, by search volume and by percentage increases. A search 'popularity' index score based on growth in search and YSY change was applied, in order to reveal a list of current top trending cat names. Further, for names, data was filtered to reveal the top 50% in terms of search volume in order to avoid anomalies. The data relates only to search term volume, which may not correlate to actual preference of the nation. We can, however, draw the conclusion that the rise in search terms may be indicative of popularity or favouritism.

The study collated and analysed Google searches from September 2019 – August 2021 which allowed isolation of search behaviour in two twelve-month periods (Sept 2019 - Aug 2020 & Sept 2020 - Aug 2021) to provide a YoY comparison.

Data was collated and analysed September 2021.

Source and references:

- Animal Medicines Australia 'Pets and the Pandemic', 2021
- ✓ Australian National Cats Inc., 2021

Other:

- Hills Pet Nutrition
- ✓ ANCATS
- Researchgate

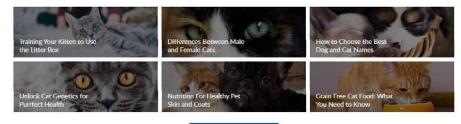
Well-known, popular cat names:

✓ Pawshake

✓ Roser
✓ Researchgate
✓ Kitty Catter
✓ Southern Living
✓ We're All About Pets
✓ Better Homes & Gardens
✓ Find Cat Names

Cat Care Articles

Keep your new best friend happy and healthy for years to come with these useful tools, resources and articles.



Visit the Cat Care Center

