

Pet Products in Taiwan

April 2024

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Pet Products in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Smart and connected devices for pets present huge scope for sales growth Personalised and customised pet products become increasingly popular Sustainable and eco-friendly items gain further ground in pet products

PROSPECTS AND OPPORTUNITIES

Pet shops and superstores to continue dominating sales despite losing ground to e-commerce Pioneering pet wellbeing presents brands with opportunities in pet healthcare

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