

# Pet Care in Indonesia

April 2024

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Central Proteinaprima maintains its lead with the ubiquitous Bolt brand  
Increasing availability of re-packed formats across channels

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- Pet shops and e-commerce maintain their strong distribution shares

PROSPECTS AND OPPORTUNITIES

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Bird food and small mammal/reptile food maintain sales, with trends dependent on pet popularity

PROSPECTS AND OPPORTUNITIES

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Another positive growth but slowing down  
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