

# Other Pet Food in Taiwan

April 2024

**Table of Contents** 

## Other Pet Food in Taiwan - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Specialist products gain ground despite remaining a niche area of other pet food Shift towards natural and high-quality ingredients in other pet food Domestic brands lead in fish food, responding to unique needs of local consumers

## PROSPECTS AND OPPORTUNITIES

Campaigns to inform pet owners about optimum feeding present sales opportunities Domestic brands set to develop strongly in response to emerging opportunities Opportunities to strengthen brands via collaborations with veterinary professionals

#### **CATEGORY INDICATORS**

Table 1 - Other Pet Population 2019-2024

#### **CATEGORY DATA**

- Table 2 Sales of Other Pet Food by Category: Volume 2019-2024
- Table 3 Sales of Other Pet Food by Category: Value 2019-2024
- Table 4 Sales of Other Pet Food by Category: % Volume Growth 2019-2024
- Table 5 Sales of Other Pet Food by Category: % Value Growth 2019-2024
- Table 6 LBN Brand Shares of Bird Food: % Value 2020-2023
- Table 7 LBN Brand Shares of Fish Food: % Value 2020-2023
- Table 8 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023
- Table 9 Distribution of Other Pet Food by Format: % Value 2019-2024
- Table 10 Forecast Sales of Other Pet Food by Category: Volume 2024-2029
- Table 11 Forecast Sales of Other Pet Food by Category: Value 2024-2029
- Table 12 Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029
- Table 13 Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

## Pet Care in Taiwan - Industry Overview

## **EXECUTIVE SUMMARY**

Pet care in 2024: The big picture

2024 Key trends

Competitive landscape

Retailing developments

What next for pet care?

## MARKET INDICATORS

Table 14 - Pet Populations 2019-2024

## MARKET DATA

- Table 15 Sales of Pet Food by Category: Volume 2019-2024
- Table 16 Sales of Pet Care by Category: Value 2019-2024
- Table 17 Sales of Pet Food by Category: % Volume Growth 2019-2024
- Table 18 Sales of Pet Care by Category: % Value Growth 2019-2024
- Table 19 NBO Company Shares of Pet Food: % Value 2019-2023
- Table 20 LBN Brand Shares of Pet Food: % Value 2020-2023
- Table 21 NBO Company Shares of Dog and Cat Food: % Value 2019-2023
- Table 22 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023
- Table 23 Penetration of Private Label in Pet Care by Category: % Value 2019-2024
- Table 24 Distribution of Pet Care by Format: % Value 2019-2024

- Table 25 Distribution of Pet Care by Format and Category: % Value 2024
- Table 26 Distribution of Dog and Cat Food by Format: % Value 2019-2024
- Table 27 Distribution of Dog and Cat Food by Format and Category: % Value 2024
- Table 28 Forecast Sales of Pet Food by Category: Volume 2024-2029
- Table 29 Forecast Sales of Pet Care by Category: Value 2024-2029
- Table 30 Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029
- Table 31 Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 - Research Sources

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