

Dog Food in Taiwan

April 2024

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Dog Food in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift towards freeze-dried ingredients boosts value growth in dry dog food Integration of probiotics in dog food continues to attract the attention of consumers Trustworthy brands and professional sales advice increasingly important

PROSPECTS AND OPPORTUNITIES

Rising consciousness of pet health supports growth in online subscription services Legal certifications and endorsed testing to become more important for ensuring safety Specialised senior dog food brands emerge as owners focus more on the needs of ageing canines

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