

# Cat Food in Hong Kong, China

April 2024

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# Cat Food in Hong Kong, China - Category analysis

## **KEY DATA FINDINGS**

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Versatility of ultra premium freeze-dried cat food due to its palatability and nutrient retention

Preventative approach increases through breed-specific diets and soup options

Retail channels are shifting as brands respond to rise of e-commerce

## PROSPECTS AND OPPORTUNITIES

Pet retailers' response to intensified competition from parallel imports

Premiumisation of cat food drives growth of niche feeding trends, evident in emergence of BARF options Intensifying competition likely through prevalence of pet-friendly spaces

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