

Cat Food in Vietnam

May 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cat food sees ongoing healthy growth, in line with rising animal welfare education
- Mid-priced and dry cat food products tend to be the most appealing
- Perfect Companion tops the list with Me-O while Royal Canin appeals to a premium audience

PROSPECTS AND OPPORTUNITIES

- Ongoing healthy sales supported by growing awareness of pet care and nutrition
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