

Dog Food in Asia Pacific

December 2021

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Key findings

REGIONAL OVERVIEW

Asia Pacific recording strong growth in dog food sales

Uninterrupted strong growth for dog food in Asia Pacific

China dominates the new value sales as Japanese sales decline

Dry dog food still dominates the regional market in Asia Pacific

Mid-priced and premium dog food driving new sales over 2016-2021

Growth slows a little but remains healthy during the pandemic

E-commerce continues gaining share in regional dog food sales

E-commerce accounts for almost two thirds of sales in China

LEADING COMPANIES AND BRANDS

Local players gaining share in the Chinese market

Mars still the clear leader at a regional level, despite losing share

Japanese players offering added value through natural products

Crazydog continues moving up the rankings

FORECAST PROJECTIONS

Further strong growth expected in Asia Pacific over the forecast period

Dog treats and mixers to be most dynamic in 2021-2026

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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Vietnam: Competitive and Retail Landscape

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