

# Dog Food in South Korea

April 2024

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# Dog Food in South Korea - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Another year of slow value growth for dog food Domestic dog food brands continue to increase their shares Soft, semi-moist dog food gains traction along with the ageing dog population

# PROSPECTS AND OPPORTUNITIES

Dog food expected to maintain its low single-digit growth Functional claims will become more important along with heightened wellness awareness and the ageing dog population Polarisation set to heighten in dog food

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