

# Cat Food in Asia Pacific

August 2022

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Scope

Key findings

## REGIONAL OVERVIEW

Cat food in Asia Pacific recording very dynamic performances

Strong growth rates expected throughout the 2017-2027 period

China adds most new sales, but Indonesia records the most dynamic 2017-2022 CAGR

Cat treats and mixers most dynamic in Japan over 2017-2022

Premium and mid-priced products account for the bulk of new sales in 2017-2022

Growing cat populations helping to drive sales of cat food in Asia Pacific

Store-based retailing's share still remains just above non-store retailing's...

...but e-commerce is now the biggest single distribution channel

## LEADING COMPANIES AND BRANDS

Most countries have a consolidated competitive landscape

Inaba Pet Food benefiting from the popularity of cat treats in Japan

Japan the main revenue generator for most of the top 10 players

Inner Mongolia Yili Industrial enters cat food with customised products

## FORECAST PROJECTIONS

Continued strong growth expected for cat food in Asia Pacific

Cat treats and mixers will be driving growth in the Japanese cat food market

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

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Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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