

Pet Care in Asia Pacific

August 2023

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REGIONAL OVERVIEW

Cat food now outselling dog food as the cat population continues to see strong growth

Asia Pacific is currently the most dynamic pet care market globally

Pet care relatively unaffected by the pandemic, with growth continuing throughout

Indonesia most dynamic, but China adds most new sales

Cat food most dynamic and adds most new sales over 2018-2023

Dry dog and cat food still much more popular than wet dog and cat food in Asia Pacific

Wet cat food popularity gaining ground in China for its health benefits

Wet dog and cat food performing more dynamically than dry products in South Korea

Retail offline still accounts for 51% of sales...

...but retail e-commerce reaches 42% of pet care value in 2023

LEADING COMPANIES AND BRANDS

Concentration varies across the countries in the region

Cat treats player Inaba continues making share gains

Japan remains the main revenue generator for the top 10 players

Ciao consolidates its number two position in 2022

FORECAST PROJECTIONS

Continued growth expected throughout the forecast period

Premiumisation and pet humanisation among the trends that will be driving growth

Cat food to overtake dog food sales by the end of the forecast period in South Korea

COUNTRY SNAPSHOTS

China: Market Context

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

Indonesia: Market Context

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