Pet Products in China

April 2023

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Pet Products in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Lovecat continues to lead cat litter, while emerging players such as Pidan are rapidly gaining share
Pet owners' increasing concern about their pets' health promotes strong growth in pet healthcare
Diversified demand cultivates innovative pet beauty products

PROSPECTS AND OPPORTUNITIES
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E-commerce will continue to increase in importance, while offline channels such as pet shops will remain vital
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