

Other Pet Food in Indonesia

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fish food continues to be a category driver, thanks to popularity of fish in Indonesia
Central Proteinaprima maintains its lead with its Takari brand
Bird food and small mammal/reptile food maintain sales, with trends dependent on pet popularity

PROSPECTS AND OPPORTUNITIES

Baseline demand will drive positive sales, while competition and opportunities may come from alternatives
Fish food will continue to be a strong driver of sales
Pet shops will remain key for other pet food

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Pet Care in Indonesia - Industry Overview

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