



Dog Food in Indonesia

April 2024

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Dog Food in Indonesia - Category analysis

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2024 DEVELOPMENTS

Growth slows down, while demand remains stable

Central Proteinaprima retains its lead, thanks to competitive availability of Bolt brand

Pet shops and e-commerce maintain their strong distribution shares

PROSPECTS AND OPPORTUNITIES

Small positive sales expected to maintain due to baseline demand

A mix of wet and dry dog food and healthier variants expected

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