

Cat Food in Vietnam

May 2024

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Cat Food in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cat food sees ongoing healthy growth, in line with rising animal welfare education
Mid-priced and dry cat food products tend to be the most appealing
Perfect Companion tops the list with Me-O while Royal Canin appeals to a premium audience

PROSPECTS AND OPPORTUNITIES

Ongoing healthy sales supported by growing awareness of pet care and nutrition
Pet cat population expected to grow further over the forecast period
Ongoing focus on younger generations who are more inclined towards pet humanisation

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