

Dog Food in Vietnam

May 2024

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Dog Food in Vietnam - Category analysis

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2024 DEVELOPMENTS

Dog food supported by evolving education about care, health, and wellbeing of dogs
Competitive environment fairly consolidated among subcategories
K-trends and niche development areas set to grow further

PROSPECTS AND OPPORTUNITIES

Ongoing healthy sales supported by growing awareness of pet care and nutrition
Ongoing focus on younger generations who are more inclined towards pet humanisation
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