

# Pet Care in Asia Pacific

May 2024

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Cat food outselling dog food as the cat population continues to see strong growth

Asia Pacific the third biggest regional pet care market

Growth slows from the highs seen in the earlier years of 2019-2029

China adds most new sales, while Indonesia records the most dynamic CAGR

Cat food most dynamic and adds most new sales over 2019-2024

Cat food and pet products most dynamic in 2019-2024

Cat food continues to set the pace in terms of Chinese pet care growth

Difficult economic backdrop impacting the pet care markets in Japan and South Korea

Retail offline share dips below 50% of sales in 2024

E-commerce share continues to grow in 2024

## LEADING COMPANIES AND BRANDS

Concentration varies across the countries in Asia Pacific

Local players benefit from weakening yen in the Japanese market

Japan remains the main revenue generator for the top 10 players

MyFoodie's competitive pricing popular with Chinese consumers

## FORECAST PROJECTIONS

Continued growth expected throughout the forecast period

Premiumisation and pet humanisation among the trends that will be driving growth

Cat food growth will continue outstripping dog food growth in South Korea

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

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Vietnam: Competitive and Retail Landscape

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