



**Euromonitor
International**

Pet Care in Asia Pacific

May 2024

Table of Contents

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 2019-2020

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

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/pet-care-in-asia-pacific/report.