

China Pet Food Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 68 pages | Mordor Intelligence

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Report description:

The Chinese pet food market is projected to register a CAGR of 4.0% over the forecast period.

China is a developed country with an aging population. People are turning to dogs and cats for companionship. The younger population is single or childless and considers pets a better choice. Nearly half of Chinese household owns pet such as dogs, cats, fish, birds, and others. Further, pet owners are gradually taking care of their pet's food as some pet foods cause health allergies and deteriorate their pets' general well-being or else level of fitness.

Pet food gained enormous popularity in the country, particularly with the advent of different varieties available for pet animals. Chinese consumers are increasingly careful about the health of their pets, and the pet food market has followed this trend of pet humanization.

Additionally, the rise in consumers' per capita disposable income motivates them to spend on healthy and organic food products for pet animals to aid their health. Furthermore, the easy convenience of products with different price ranges is a growth-promoting factor for the pet food market in China. They offer consumers variable financial status and a range of dog food product options. Further, the consequent development of various allergies and strict regulations associated with pet food hinder the market's growth.

China Pet Food Market Trends

Growing Trend of Pet Humanization

The growth in the middle-class section, rapidly growing urbanization, growing numbers of elderly, and people getting married and having children later than before are factors transforming China into a pet-owning and loving society. Pet humanization is rising in China due to changes in people's lifestyles. Social media and adopting the western lifestyle mainly influence the increasing pet

ownership among younger generations. According to the National Bureau of Statistics of China (NBS China), most people with pet dogs or cats are elderly. Approximately 61% of the 65+ age group live with a pet. The aging population look toward small, easy-to-care-for pets instead of proper babysitting commitments. These factors are driving the pet food market in the country.

The urbanization trend in the country significantly influences sales of prepared pet foods, as these products are convenient and suitable for the lifestyles of urban dwellers. The Chinese market observed a rising awareness of feeding pets with prepared packaged pet food and increasing disposable income. The increasing pet population and the rising costs of pet nutrition products are responsible for the significant growth of the market in the region.??

The Dog Food Segment Occupies the Largest Share in the Market

Dogs are the most popular pets in China, with 9% of the country's urban population owning a dog as their pet, followed by cats and fish. According to China's pet food industry, the number of dogs and cats kept by urban residents reached 100.84 million in 2020. As China's urban resident population was 850 million, one out of every ten people owns a cat or dog. A little more than half are dogs (52%, 52.2 million), and little less than half are cats (48%, 48.6 million).

Millennials' increasing adoption of dogs as an asset boosted pet food sales over the recent period. The famous dog breeds in China include Pekingese, Shih Tzu, Pug, Shar Pei, Chow Chow, and Tibetan Terrier. Dog food is the largest segment, occupying a share of 53.3% of the market in 2021 on account of the increased population of dogs among pet owners. Being the most preferred pet in the country, the enhanced humanization of pets resulted in the growth of the dog food segment. The freeze-dried segment of dog food is also emerging with the rising awareness of its nutritional benefits and popularity with dogs. With improved consumer awareness about food for dogs' specific dietary and healthcare needs, the leading players are introducing new innovative products in China. For instance, in 2021, Swiss food giant Nestle invested 230 million yuan (about USD 35.11 million) in pet food products to extend its product portfolio in China.

China Pet Food Market Competitor Analysis

The Chinese pet food market is consolidated with the presence of multinational companies, such as Mars Incorporated, Nestle Purina Pet Food, Bridge PetCare, Yantai China Pet Food Co. Ltd, Royal Canin China Co. Ltd, Huaxing Pet Food Co. Ltd, and Chengdu Care Pet Food Co. Ltd. The companies in the market are highly active and are adopting strategies such as investments in e-marketing and e-commerce websites, mergers and acquisitions, and new product launches to expand their presence in the country and increase their market shares.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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