

Pet Care in China

Market Direction | 2023-04-24 | 49 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Despite seeing a slowdown in growth in 2022 due to sporadic yet frequent outbreaks of COVID-19 cases across nearly all parts of China, pet care in China still maintained growth in this year, as these products are seen as necessities. In 2023, pet care in China is expected to resume its former faster growth momentum, driven by the increasing number of pet owners and their rising demand for high-quality food and other products for their beloved pets. The cat population is set to see stronger growth...

Euromonitor International's Pet Care in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Pet Food, Pet Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Pet Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Pet Care in China
Euromonitor International
April 2023

List Of Contents And Tables

PET CARE IN CHINA

EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 1 Pet Populations 2018-2023

MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2018-2023

Table 3 Sales of Pet Care by Category: Value 2018-2023

Table 4 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 5 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 6 NBO Company Shares of Pet Food: % Value 2018-2022

Table 7 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 10 □Distribution of Pet Care by Format: % Value 2018-2023

Table 11 □Distribution of Pet Care by Format and Category: % Value 2023

Table 12 □Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 13 □Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 14 □Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 15 □Forecast Sales of Pet Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 17 □Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

DOG FOOD IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Large dog population continues to decline due to strict regulations on dogs in urban areas

Value sales of dog food return to growth after the pandemic

Domestic brand maintains solid growth thanks to continuously offering new products with improved formulae

PROSPECTS AND OPPORTUNITIES

Dog population will be stable, but the shift to smaller sizes will influence the amount of dog food consumed

Functional treats and mixers likely to present good prospects

Building trust in pet food quality - increasing awareness of ingredients in dog food

CATEGORY INDICATORS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 18 Dog Owning Households: % Analysis 2018-2023

Table 19 Dog Population 2018-2023

Table 20 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 2 Dog Food by Price Band 2023

Table 21 Sales of Dog Food by Category: Volume 2018-2023

Table 22 Sales of Dog Food by Category: Value 2018-2023

Table 23 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 24 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 25 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 26 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 27 □NBO Company Shares of Dog Food: % Value 2018-2022

Table 28 □LBN Brand Shares of Dog Food: % Value 2019-2022

Table 29 □LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 30 □Distribution of Dog Food by Format: % Value 2018-2023

Table 31 □Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 32 □Forecast Sales of Dog Food by Category: Value 2023-2028

Table 33 □Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 34 □Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

CAT FOOD IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cats remain popular, which drives the cat population, and thus growth for cat food

Solid growth in spending on cat food, with wet food the most dynamic

Foreign brands are preferred, while domestic brands work hard to gain consumers' trust

PROSPECTS AND OPPORTUNITIES

E-commerce will continue to grow, but offline sales likely to rebound

Premium cat food has growth potential

Increasing functional claims for cat food as owners become more health-conscious

CATEGORY INDICATORS

Table 35 Cat Owning Households: % Analysis 2018-2023

Table 36 Cat Population 2018-2023

Table 37 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 3 Cat Food by Price Band 2023

Table 38 Sales of Cat Food by Category: Volume 2018-2023

Table 39 Sales of Cat Food by Category: Value 2018-2023

Table 40 Sales of Cat Food by Category: % Volume Growth 2018-2023

Table 41 Sales of Cat Food by Category: % Value Growth 2018-2023

Table 42 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023

Table 43 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 44 □NBO Company Shares of Cat Food: % Value 2018-2022

Table 45 □LBN Brand Shares of Cat Food: % Value 2019-2022

Table 46 □LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 47 □Distribution of Cat Food by Format: % Value 2018-2023

Table 48 □Forecast Sales of Cat Food by Category: Volume 2023-2028

Table 49 □Forecast Sales of Cat Food by Category: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 50 □Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 51 □Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

OTHER PET FOOD IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fish food maintains stable growth

The trend towards exotic pets is fuelled by short videos on social media, driving sales of other pet food

PROSPECTS AND OPPORTUNITIES

Younger generation may drive the growth of exotic pets, but the management of such pets is strengthened

Return of indoor zoos may drive sales of pets and other pet food

CATEGORY INDICATORS

Table 52 Other Pet Population 2018-2023

CATEGORY DATA

Table 53 Sales of Other Pet Food by Category: Volume 2018-2023

Table 54 Sales of Other Pet Food by Category: Value 2018-2023

Table 55 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 56 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 57 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 58 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 59 Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 60 Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 61 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 62 □Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

PET PRODUCTS IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lovecat continues to lead cat litter, while emerging players such as Pidan are rapidly gaining share

Pet owners' increasing concern about their pets' health promotes strong growth in pet healthcare

Diversified demand cultivates innovative pet beauty products

PROSPECTS AND OPPORTUNITIES

Rising health-consciousness will lead to increased demand for pet healthcare

E-commerce will continue to increase in importance, while offline channels such as pet shops will remain vital

Increase in exotic pet population expected to boost corresponding sales of pet products

CATEGORY DATA

Table 63 Sales of Pet Products by Category: Value 2018-2023

Table 64 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 65 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 66 Sales of Other Pet Products by Type: % Value 2018-2023

Table 67 NBO Company Shares of Pet Products: % Value 2018-2022

Table 68 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 69 Distribution of Pet Products by Format: % Value 2018-2023

Table 70 Forecast Sales of Pet Products by Category: Value 2023-2028

Table 71 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Pet Care in China

Market Direction | 2023-04-24 | 49 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-19"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com