

**Pet Care in China**

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

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**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.

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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

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