

Pet Care in Hong Kong, China

Market Direction | 2023-04-24 | 53 pages | Euromonitor

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Report description:

Pet care in Hong Kong remains robust in 2023 and is expected to see further value sales growth over the forecast period. The high popularity of pet ownership continues to prevail as a result of the low birth rate in Hong Kong, while many local households are more willing to raise pets as substitutes for children for companionship. Noticeably, the pet population in Hong Kong witnessed a rapid surge during the pandemic up until the end of 2021. However, the pet population in Hong Kong marginally d...

Euromonitor International's Pet Care in Hong Kong, 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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Table of Contents:

Pet Care in Hong Kong, China
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List Of Contents And Tables

PET CARE IN HONG KONG, 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 □ Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 11 □ Distribution of Pet Care by Format: % Value 2018-2023

Table 12 □ Distribution of Pet Care by Format and Category: % Value 2023

Table 13 □ Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 14 □ Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 15 □ Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 16 □ Forecast Sales of Pet Care by Category: Value 2023-2028

Table 17 □ Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 18 □ Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

DOG FOOD IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dog population stagnates due to Hong Kong's demographic shifts

Ongoing humanisation supports higher value growth and promotes innovation

Offline channels remain important despite retail e-commerce's gain since pandemic

PROSPECTS AND OPPORTUNITIES

Dog food to be further driven by customised nutrition and wet food penetration

Awareness of sustainability is rising but requires further consumer education

Subscription model feasible in local market yet difficult to adopt by mature players

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CATEGORY INDICATORS

Table 19 Dog Owning Households: % Analysis 2018-2023

Table 20 Dog Population 2018-2023

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 2 Dog Food by Price Band 2023

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

Table 23 Sales of Dog Food by Category: Value 2018-2023

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

Table 25 Sales of Dog Food by Category: % Value Growth 2018-2023

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

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 28 □NBO Company Shares of Dog Food: % Value 2018-2022

Table 29 □LBN Brand Shares of Dog Food: % Value 2019-2022

Table 30 □LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 31 □Distribution of Dog Food by Format: % Value 2018-2023

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

Table 33 □Forecast Sales of Dog Food by Category: Value 2023-2028

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

Table 35 □Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

CAT FOOD IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation of cat food persists due to inflation and consumer preference shifts

Cat food consumption shifts from flavour appreciation to ingredient appreciation

Retail e-commerce gains momentum supported by structural changes in consumer behaviour

PROSPECTS AND OPPORTUNITIES

Humanisation supports further premiumisation, yet hyper-premiumisation remains niche

Cat food continues to evolve with an increasing focus on efficacy

Brands strive to strengthen brand awareness and consumer loyalty amid fierce competition

CATEGORY INDICATORS

Table 36 Cat Owning Households: % Analysis 2018-2023

Table 37 Cat Population 2018-2023

Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 3 Cat Food by Price Band 2023

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

Table 40 Sales of Cat Food by Category: Value 2018-2023

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

Table 42 Sales of Cat Food by Category: % Value Growth 2018-2023

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

Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 45 □NBO Company Shares of Cat Food: % Value 2018-2022

Table 46 □LBN Brand Shares of Cat Food: % Value 2019-2022

Table 47 □LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 48 □Distribution of Cat Food by Format: % Value 2018-2023

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

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Table 50 □Forecast Sales of Cat Food by Category: Value 2023-2028

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

Table 52 □Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

OTHER PET FOOD IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for small mammal food is restricted by population growth

Reptile, bird, and fish ownership continue to stagnate due to niche preferences and low availability

Treats and supplements gain momentum due to pet humanisation trend

PROSPECTS AND OPPORTUNITIES

Food quality concerns over processed food call for further product improvement

Rising awareness of animal wellbeing leads to premiumisation of other pet food

Pet shops and superstores remains dominant channel amid retail e-commerce gains

CATEGORY INDICATORS

Table 53 Other Pet Population 2018-2023

CATEGORY DATA

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

Table 55 Sales of Other Pet Food by Category: Value 2018-2023

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

Table 57 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 58 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 59 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022

Table 61 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 62 □Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 63 □Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 64 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 65 □Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

PET PRODUCTS IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pet dietary supplements gains further momentum as consumers become increasingly sophisticated

Demand for outdoor accessories strengthens in post-pandemic era

Rising awareness of household hygiene leads to wide usage of pet-safe and odour-free home care products

PROSPECTS AND OPPORTUNITIES

Pet tech demand increases as pet owners seek automation solutions when out of the home

Transitioning to more sustainable and eco-friendly pet supplies requires education

Household products emerge to satisfy both pets and their owners

CATEGORY DATA

Table 66 Sales of Pet Products by Category: Value 2018-2023

Table 67 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 68 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 69 Sales of Other Pet Products by Type: % Value 2018-2023

Table 70 NBO Company Shares of Pet Products: % Value 2018-2022

Table 71 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 72 Distribution of Pet Products by Format: % Value 2018-2023

Table 73 Forecast Sales of Pet Products by Category: Value 2023-2028

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Table 74 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

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