

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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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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