

Pet Care in South Korea

Market Direction | 2023-04-26 | 49 pages | Euromonitor

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Report description:

Pet care in South Korea is expected to see solid current value growth in 2023. In addition to an increase in the pet population driving growth, the increasing trends of premiumisation and pet humanisation are leading to a shift towards higher-quality, more expensive pet food and pet products. This trend has been particularly evident in the growing use of human-grade ingredients in pet food, as pet owners view their pets as members of the family, and are willing to pay a premium for high-quality,...

Euromonitor International's Pet Care in South Korea 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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Less processed dog food gains popularity

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Dry dog food becomes harder to find in physical retail stores

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