

## **Pet Products in China**

Market Direction | 2023-04-24 | 22 pages | Euromonitor

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### **Report description:**

In 2022, cat litter accounted for around a 15% share of overall retail sales of pet products, and maintained strong double-digit growth in retail current value terms. It showed resilience during the spread of the pandemic, as this product is increasingly considered a necessity for cats. Further growth is expected in 2023, with the share of overall sales set to continue to rise. Although Lovecat by Hubei Lovepet Pet Products continued to lead cat litter in 2022, the shares of the leading cat litt...

Euromonitor International's Pet Products 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: Cat Litter, Other Pet Products, Pet Healthcare.

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 Products 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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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

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