

## **Pet Products in Hong Kong, China**

Market Direction | 2023-04-24 | 23 pages | Euromonitor

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### **Report description:**

Value sales of pet dietary supplements (under pet healthcare) continue to gain momentum in 2023 due to greater product innovation and increasing demand from local pet owners. One of the key drivers is the humanisation trend, as pet owners in Hong Kong tend to regard their pets as significant family members and are placing a greater emphasis on their care and health. The overall awareness and knowledge of pets' wellbeing is improving due to enhanced public education on their nutritional needs and...

Euromonitor International's Pet Products 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: 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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## Table of Contents:

Pet Products in Hong Kong, China  
Euromonitor International  
April 2023

### List Of Contents And Tables

#### 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 1 Sales of Pet Products by Category: Value 2018-2023

Table 2 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 3 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 4 Sales of Other Pet Products by Type: % Value 2018-2023

Table 5 NBO Company Shares of Pet Products: % Value 2018-2022

Table 6 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 7 Distribution of Pet Products by Format: % Value 2018-2023

Table 8 Forecast Sales of Pet Products by Category: Value 2023-2028

Table 9 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

#### 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 10 Pet Populations 2018-2023

##### MARKET DATA

Table 11 Sales of Pet Food by Category: Volume 2018-2023

Table 12 Sales of Pet Care by Category: Value 2018-2023

Table 13 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 14 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Pet Food: % Value 2018-2022

Table 16 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 17 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 18 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 19 □ Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 20 □ Distribution of Pet Care by Format: % Value 2018-2023

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Table 21 □Distribution of Pet Care by Format and Category: % Value 2023  
Table 22 □Distribution of Dog and Cat Food by Format: % Value 2018-2023  
Table 23 □Distribution of Dog and Cat Food by Format and Category: % Value 2023  
Table 24 □Forecast Sales of Pet Food by Category: Volume 2023-2028  
Table 25 □Forecast Sales of Pet Care by Category: Value 2023-2028  
Table 26 □Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028  
Table 27 □Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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