

Dog Food in Indonesia

Market Direction | 2023-05-04 | 26 pages | Euromonitor

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Report description:

While the rate of dog ownership in Indonesia remains quite low, it rose significantly during the review period. This has particularly been the case since the onset of the COVID-19 pandemic, as limited mobility and an increase in loneliness boosted demand for dogs as pets. The pandemic also provided a significant boost to demand for dog treats and mixers. As pet owners spent more time with their pets, they built closer bond and treat them as friends or family members (even as ersatz children). Th...

Euromonitor International's Dog Food in Indonesia 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dog Food 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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Dog food rises as premium wet dog food demand remains strong despite price hikes

Price increases prompt consumer shift to economy options, while Mars maintains overall leadership

Online retailers boost sales category-wide

PROSPECTS AND OPPORTUNITIES

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Brand communication and social media shape preferences and demand

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