

Cat Food in Indonesia

Market Direction | 2023-05-04 | 25 pages | Euromonitor

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Report description:

Cat food in Indonesia continues to record positive volume and current value growth, partly fuelled by the persistent rise in e-commerce sales. Local pet owners are increasingly turning to online platforms for cat food purchases, granting them easy access to an extensive range of products. The e-commerce channel also allows pet owners more choices as they can compare products, prices, and ingredients from the comfort of their own homes. This development has been particularly beneficial for Indone...

Euromonitor International's Cat 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: Cat Treats and Mixers, Dry Cat Food, Wet Cat 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 Cat 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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CAT FOOD IN INDONESIA

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Online sales drive growth across various price bands as international players remain on top

Ongoing education bridges gap in packaged cat food adoption, with dry food remaining preferred choice and treats continuing to expand

Polarisation of cat food will accelerate due to price increases

PROSPECTS AND OPPORTUNITIES

Prepared gap varies significantly between pure breed and mix breed cats

Cat treats to see continued increased demand with entrance of more local brands

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