

## **Other Pet Food in Indonesia**

Market Direction | 2023-05-04 | 22 pages | Euromonitor

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### **Report description:**

Fish food in Indonesia has recorded consistent growth throughout the review period, driven by the rising trend of pet fish ownership among Indonesian consumers. The demand for fish food is directly tied to the popularity of pet fish, with fluctuations based on various factors such as social media trends and shifts in consumer preferences. Despite these variations, overall demand for pet fish food remains steady, as fluctuations mainly concern the type of fish, while the popularity of fish in gen...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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May 2023

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Consistent growth in fish food reflects stable increase in fish populations

Central Proteinaprima maintains leadership

Bird food trajectory remains steady despite competition from non-packaged sources, while demand rises for reptile food

#### PROSPECTS AND OPPORTUNITIES

Smaller households and rise of e-commerce will facilitate continued growth

Price sensitivity persists but does not represent serious threat to future growth

Emergence of less processed alternatives present challenges and opportunities for other pet food

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