

Pet Care in Vietnam

Market Direction | 2023-05-11 | 51 pages | Euromonitor

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Report description:

While the COVID-19 pandemic is no longer a serious concern the slowdown seen in the local economy is a key issue in 2023. With average income decreasing, unemployment rising and with elevated inflation this is having a detrimental impact on disposable income. Nonetheless, despite these numerous challenges pet care continues to see double-digit growth in current value and retail volume terms in 2023.

Euromonitor International's Pet Care in Vietnam 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: Pet Food, Pet Products.

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 Care 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 Care in Vietnam
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List Of Contents And Tables

PET CARE IN VIETNAM

EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 1 Pet Populations 2018-2023

MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2018-2023

Table 3 Sales of Pet Care by Category: Value 2018-2023

Table 4 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 5 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 6 NBO Company Shares of Pet Food: % Value 2018-2022

Table 7 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 10 □Distribution of Pet Care by Format: % Value 2018-2023

Table 11 □Distribution of Pet Care by Format and Category: % Value 2023

Table 12 □Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 13 □Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 14 □Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 15 □Forecast Sales of Pet Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 17 □Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

DOG FOOD IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Owners looking to improve the life of their companions through dog treats and wet dog food

Royal Canin continues to dominate the premium segment but faces mounting competition

Mid-priced products remain the most popular option in dog food

PROSPECTS AND OPPORTUNITIES

Huge growth potential remains in dog food

International brands are expected to dominate while local players could look for opportunities in niche areas

Mid-priced segment will remain the dominant force in dog food

CATEGORY INDICATORS

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Table 18 Dog Owning Households: % Analysis 2018-2023

Table 19 Dog Population 2018-2023

Table 20 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 2 Dog Food by Price Band 2023

Table 21 Sales of Dog Food by Category: Volume 2018-2023

Table 22 Sales of Dog Food by Category: Value 2018-2023

Table 23 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 24 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 25 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 26 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 27 NBO Company Shares of Dog Food: % Value 2018-2022

Table 28 LBN Brand Shares of Dog Food: % Value 2019-2022

Table 29 LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 30 Distribution of Dog Food by Format: % Value 2018-2023

Table 31 Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 32 Forecast Sales of Dog Food by Category: Value 2023-2028

Table 33 Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 34 Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

CAT FOOD IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising prices having little impact on demand for cat food

Mid-priced outperforms premium amidst inflation

Dry cat food dominates but wet cat food benefiting from increasing awareness of its benefits

PROSPECTS AND OPPORTUNITIES

Sales set to continue rising as the pet cat population continues to grow

All options set to see dynamic growth but mid-priced dry cat food likely to maintain dominance

Economic recovery could help cat food to grow and expand

CATEGORY INDICATORS

Table 35 Cat Owning Households: % Analysis 2018-2023

Table 36 Cat Population 2018-2023

Table 37 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 3 Cat Food by Price Band 2023

Table 38 Sales of Cat Food by Category: Volume 2018-2023

Table 39 Sales of Cat Food by Category: Value 2018-2023

Table 40 Sales of Cat Food by Category: % Volume Growth 2018-2023

Table 41 Sales of Cat Food by Category: % Value Growth 2018-2023

Table 42 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023

Table 43 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 44 NBO Company Shares of Cat Food: % Value 2018-2022

Table 45 LBN Brand Shares of Cat Food: % Value 2019-2022

Table 46 LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 47 Distribution of Cat Food by Format: % Value 2018-2023

Table 48 Forecast Sales of Cat Food by Category: Volume 2023-2028

Table 49 Forecast Sales of Cat Food by Category: Value 2023-2028

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Table 50 □Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 51 □Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

OTHER PET FOOD IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Other pet food sees moderate growth as consumers are forced to economise

Prices rise as manufacturers face rising costs

Distribution of other pet food remains focused on specialist pet shops

PROSPECTS AND OPPORTUNITIES

Economy Recover is Expected to Drive Category Growth in terms of Product Development as well as Consumer Spending Power

Small base of Existing Pet Owner and Distribution could be an opportunity for growth

Competitive landscape likely to remain relatively stable despite constant influx of new products

CATEGORY INDICATORS

Table 52 Other Pet Population 2018-2023

CATEGORY DATA

Table 53 Sales of Other Pet Food by Category: Volume 2018-2023

Table 54 Sales of Other Pet Food by Category: Value 2018-2023

Table 55 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 56 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 57 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 58 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 59 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 60 Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 61 □Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 62 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 63 □Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

PET PRODUCTS IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pet products seeing stronger growth despite economic pressures

Pet healthcare seeing dynamic growth as product awareness grows

Competitive landscape remains fragmented due to the wide selection of pet products on offer and the limited brand loyalty

PROSPECTS AND OPPORTUNITIES

Economic recovery should fuel stronger growth with the category also set to benefit from the entry of more products

Distribution expansion seen as a key strategy for winning share

Rising pet population alongside pet humanisation likely to be a key growth catalyst

CATEGORY DATA

Table 64 Sales of Pet Products by Category: Value 2018-2023

Table 65 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 66 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 67 Sales of Other Pet Products by Type: % Value 2018-2023

Table 68 NBO Company Shares of Pet Products: % Value 2018-2022

Table 69 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 70 Distribution of Pet Products by Format: % Value 2018-2023

Table 71 Forecast Sales of Pet Products by Category: Value 2023-2028

Table 72 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

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