

**Pet Care in Taiwan**

Market Direction | 2023-05-15 | 51 pages | Euromonitor

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**Report description:**

The pet care industry is set to continue growing in 2023 thanks to favourable socioeconomic developments in the country. The ageing human population and increasing awareness of the importance of mental health among humans are set to be two major market drivers. According to government statistics, the global decline in birth rates and rise in single living have boosted the number of cats and dogs in the country, with pet numbers increasing on an annual basis. In 2022, the number of pets exceeded...

Euromonitor International's Pet Care in Taiwan 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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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

The number of registered cats and dogs surpasses that of human new-borns

Fwusow remains the strongest local player

More local branded manufacturers gear up in dog food

##### PROSPECTS AND OPPORTUNITIES

Dog treats and mixers is a significant growth driver of dog food over the forecast period

Local brands veer towards the premium end of the category eyeing its potential

More Asian brands gain category share

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Cat ownership is trending due to hectic lifestyles and smaller square footage of homes

High growth momentum in wet cat food

The category sees high unit price increases due to inventory and logistical problems brought about by bird flu and the pandemic

### PROSPECTS AND OPPORTUNITIES

Industry players better target their consumer bases with well-honed and specific strategies

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#### 2023 DEVELOPMENTS

Rising trend in other pets boosts public awareness of these pets and their welfare

Rising trend in ornamental fish thanks to the pandemic

Small mammal population grows

### PROSPECTS AND OPPORTUNITIES

Retail e-commerce remains the largest sales channel in other pet food

Imported other pet food products remain popular and benefit from expanding segmentation

Other pet owners step up the quality of the food they provide for their other pets thanks to the development of retail e-commerce and the variety of other pet food on offer

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