

South Korea Pet Care Market Report and Forecast 2024-2032

Market Report | 2023-11-20 | 180 pages | EMR Inc.

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Report description:

South Korea Pet Care Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the South Korea pet care market is projected to grow at a CAGR of 9.4% between 2024 and 2032. Aided by the rapidly growing pet ownership, urbanisation, and a shift towards humanising pets, and an increasing influx of medical tourists, the market is expected to grow significantly by 2032.

South Korea's pet care industry is multifaceted, encompassing everything from pet food and grooming services to pet healthcare and accessories. A significant shift in societal attitudes towards pets, primarily driven by a younger demographic and urbanised population, has been a major catalyst for the booming pet care market in the country. Pets, especially dogs and cats, are no longer viewed merely as animals but as members of the family, deserving top-tier care and services.

The surge in pet ownership, especially among single households and the elderly, seeking companionship, has heightened the demand for premium and specialised pet products, propelling the South Korea pet care market growth. South Koreans are increasingly prioritising high-quality, organic, and specialised foods for their pets, paralleling the human trend of health and wellness consciousness.

Moreover, the country has witnessed a surge in pet-related services like pet cafes, pet hotels, and even pet spas, reflecting the growing demand for luxury pet services. These establishments not only cater to the physical needs of pets but also their social and emotional well-being, emphasising the humanisation of pets' trend.

The increasing urbanisation and the rise of modern apartments have also indirectly shaped South Korea pet care market size. Smaller living spaces are conducive to smaller pet breeds, which demand specific products tailored to their unique needs, such as specialised nutrition, toys, and grooming services.

Technological integration in the pet care sector cannot be ignored. South Korea's tech-savvy populace has readily adopted pet technology, from pet cameras and smart feeders to pet fitness trackers., fuelling the South Korea pet care market demand. This adoption not only showcases the commitment to ensuring the best care for their pets but also underscores South Korea's position at the confluence of technology and changing societal norms.

The grooming segment, too, has seen unprecedented growth. Driven by the desire for pets to look their best and the awareness of regular grooming's health benefits, specialised grooming salons and products have found a robust growth in pet care market in

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South Korea.

Market Segmentation

The market can be divided based on animal type, product type, and distribution channels.

Market Breakup by Animal Type

- Dogs
- Cats
- Birds
- Others

Market Breakup by Product Type

- Pet Food
 - o□Wet Food
 - o□Dry Food
 - o□Pet Treat
- Veterinary Care and Supplies/OTC Medications
- Grooming Care
 - o□Shampoos/Conditioners
 - o□Grooming wipes
 - o□Soap
 - o□Others

Market Breakup by Distribution Channels

- Hypermarkets and Supermarkets
- Pet Stores
- Online
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the South Korea pet care market. Some of the major players explored in the report by Expert Market Research are as follows:

- Mars, Incorporated
- CJ CheilJedang Corp.
- Sajo Group
- Daehan feed Co., Ltd.
- Daeju Industrial Co., Ltd.
- Setory Co.,Ltd
- Others

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