# Asia Pacific Cat Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

Market Report | 2023-12-01 | 319 pages | Mordor Intelligence

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**Report description:**

The Asia Pacific Cat Food Market size is estimated at USD 11.92 billion in 2024, and is expected to reach USD 19.53 billion by 2029, growing at a CAGR of 10.38% during the forecast period (2024-2029).

Pet treats are the fastest-growing segment, and the increasing pet cat population is driving the Asia-Pacific cat food market

- The Asia-Pacific cat food market has experienced an upward trend. Cats are popular among pet owners seeking low-maintenance pets that require less space and attention than dogs. In 2022, cats accounted for 34.0% of the pet food market in Asia-Pacific, and the cat food market increased by 50.3% between 2017 and 2021. This increase was mainly attributed to the increasing pet cat population in the region, which increased from 103.6 million in 2017 to 133.2 million in 2022. The increasing pet humanization in the region boosted the demand for premium cat food products, as pet owners consider their pets as family members.
- Food products and pet treats were the major segments that accounted for USD 6.86 billion and USD 1.69 billion in 2022, respectively. The higher share of these segments was because of their significance in providing regular dietary requirements for cats and for training and entertainment purposes. Cat treats are anticipated to be the fastest-growing segment, recording a CAGR of 12.4% during the forecast period.
- In the food product segment, wet food has emerged as the preferred choice for cats due to its high moisture and meat content, which aligns with their natural diet and nutritional requirements. Therefore, in 2022, wet food accounted for 53.5% of the food product segment in Asia-Pacific.
- Pet veterinary diets and pet nutraceuticals collectively accounted for 14.2% of the total market in 2022. These products are specifically designed to provide targeted nutrition or support for various health conditions in pets.

- The increasing cat population and the various benefits offered by commercial pet food products are anticipated to drive the market during the forecast period.

China and Japan are the major cat food markets in Asia-Pacific driven by the large cat population and the growing pet humanization

- In 2022, Asia-Pacific emerged as one of the largest markets in the global cat food market, with a market value of around USD 9.97 billion. China and Japan are the major contributors to the cat food segment in Asia-Pacific due to the high cat ownership rates in these countries. The cat food segment grew by 69.9% between 2017 and 2022, driven by the increasing adoption of cats, the growing awareness of cat health, and the rising trend of pet humanization in the region.
- China dominates the Asia-Pacific cat food product segment, with a market value of USD 3.58 billion in 2022. This is mainly due to the country's huge pet cat population, which reached 78.5 million in 2022. China's growing disposable income, changing demographic patterns, and evolving consumer preferences have contributed to its strong market presence.
- Japan is one of the biggest cat-loving countries in Asia-Pacific. Cats are the primary choice of pets, accounting for 43.6% of the country's pet population in 2022. This significant cat population has contributed to the growth of the cat food product segment in the country, which reached a market value of USD 2.14 billion in 2022.
- Indonesia is the fastest-growing market for cats, and it is expected to register a CAGR of 18.7% during the forecast period. Cats are gaining popularity as pets due to their low maintenance and cost-effectiveness compared to other pets in the country. For instance, the cat population in the country increased by 137.6% between 2017 and 2022.
- The growing cat population, increase in disposable income, and growing awareness of cat health are estimated to fuel the growth of the cat food segment during the forecast period.

Asia Pacific Cat Food Market Trends

A new purchase ecosystem is evolving in the region, such as pet cafes and pet stores, providing assistance from purchasing to taking care of the animals through a wide variety of cat food products and services driving population of cats

- In Asia-Pacific, cats have a lower share compared to dogs, and they accounted for 26.1% of the pet population in 2022. Countries such as China, India, and Australia have witnessed an increase in pet ownership due to health benefits such as feeling relaxed and less stressed and considering them as their companions. Therefore, the cat population as a pet increased by 0.28% between 2017 and 2022.
- Cat parents are higher than dog parents in countries such as Indonesia and Malaysia. In Indonesia and Malaysia, it accounted for 47% and 34%, respectively, in 2021 because of the religious culture of these countries, and they prefer to adopt cats as pets than dogs. This will help the companies to invest more in cat food in these countries than dog food. In China, there has been an increase in the number of pets, including cats, in urban areas, and the pet population, including cats, increased by 10.2% between 2018 and 2020 to reach a pet population of 100.8 million in urban areas in 2020. Moreover, the cat population increased from 74.4 million in 2020 to 82.5 million in 2022 because of a rise in companionship during the pandemic. Also, it will have long-term effects as the life span of cats is more than 20 years.
- A new pet adoption and purchase ecosystem is evolving in the region as there are pet cafes and pet stores providing assistance from purchasing to taking care of the animals through a wide variety of pet food products and services. For instance, in Vietnam, The Meow House by R House is a cat cafe that serves vegetarian and vegan food and is a home for cats. Factors such as the rise in the adoption of cats due to health benefits, the culture of the Asia-Pacific, and changes in the pet ecosystem help in enhancing

cat adoption in the region.

Growing premiumization, the increasing demand for preventive care, and the availability of a wide range of cat food products are driving pet cat expenditure

- The expenditure on cats in the region increased during the historical period, and it increased by 24.2% between 2017 and 2022. The increased expenditure was because of the availability of different types of pet food, the rise in premiumization, and a growth in demand for services for the cat's well-being. Pet parents are also concerned about their pet's health and are providing customized veterinary diets as a preventive measure to keep the cat healthy.
- In Asia-Pacific, there has been a rise in pet expenditure because pet parents prefer good quality, premium pet food as they are willing to pay premium prices. For instance, in Hong Kong's cat food market, the premium pet food segment accounted for 75% of the pet food sales in 2022. In other countries such as Japan, Singapore, and Taiwan, sales accounted for about 50%-60% of the pet parents' spending in Hong Kong for pets, including cats; the expenditure was about USD 140 per capita compared to Taiwan's per capita of USD 60 in 2022. Therefore, growing premiumization in Hong Kong is expected to boost premiumization in other countries of the region during the forecast period.
- A higher number of pet parents, including cat owners, purchase specialized pet food online compared to other channels, such as pet stores and convenience stores, because of the high number of products on the website and the ease of ordering pet food. For instance, in 2019, China's pet food sales from online channels were 57% compared to pet store channels, which contributed 21% to the sales. Therefore, the higher per capita spending on pet food and growing premiumization with the increase in the pet population are expected to boost pet expenditure on cats in the region during the forecast period.

Asia Pacific Cat Food Industry Overview

The Asia Pacific Cat Food Market is fragmented, with the top five companies occupying 14.45%. The major players in this market are ADM, Colgate-Palmolive Company (Hill's Pet Nutrition Inc.), General Mills Inc., Mars Incorporated and Nestle (Purina) (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
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