

Pet Care in South Korea

Market Direction | 2024-04-24 | 52 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Pet care in South Korea has faced challenges amidst economic slowdown, but is expected to continue to demonstrate resilience and growth in both retail volume and current value terms in 2024. As the economy struggled and living expenses surged at the end of the review period, consumers began to limit their pet care budget. The economic downturn also further exacerbated existing disparities in consumer spending habits. Consumers with financial means or a commitment to quality have tended to remain...

Euromonitor International's Pet Care in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Pet Care in South Korea
Euromonitor International
April 2024

List Of Contents And Tables

PET CARE IN SOUTH KOREA

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 1 Pet Populations 2019-2024

MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2019-2024

Table 3 Sales of Pet Care by Category: Value 2019-2024

Table 4 Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 5 Sales of Pet Care by Category: % Value Growth 2019-2024

Table 6 NBO Company Shares of Pet Food: % Value 2019-2023

Table 7 LBN Brand Shares of Pet Food: % Value 2020-2023

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 10 □ Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 11 □ Distribution of Pet Care by Format: % Value 2019-2024

Table 12 □ Distribution of Pet Care by Format and Category: % Value 2024

Table 13 □ Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 14 □ Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 15 □ Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 16 □ Forecast Sales of Pet Care by Category: Value 2024-2029

Table 17 □ Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 18 □ Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

DOG FOOD IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Another year of slow value growth for dog food

Domestic dog food brands continue to increase their shares

Soft, semi-moist dog food gains traction along with the ageing dog population

PROSPECTS AND OPPORTUNITIES

Dog food expected to maintain its low single-digit growth

Functional claims will become more important along with heightened wellness awareness and the ageing dog population

Polarisation set to heighten in dog food

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY INDICATORS

Table 41 Dog Owning Households: % Analysis 2019-2024

Table 42 Dog Population 2019-2024

Table 43 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 2 Dog Food by Price Band 2024

Table 44 Sales of Dog Food by Category: Volume 2019-2024

Table 45 Sales of Dog Food by Category: Value 2019-2024

Table 46 Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 47 Sales of Dog Food by Category: % Value Growth 2019-2024

Table 48 Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 49 Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 50 □NBO Company Shares of Dog Food: % Value 2019-2023

Table 51 □LBN Brand Shares of Dog Food: % Value 2020-2023

Table 52 □LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 53 □Distribution of Dog Food by Format: % Value 2019-2024

Table 54 □Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 55 □Forecast Sales of Dog Food by Category: Value 2024-2029

Table 56 □Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 57 □Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

CAT FOOD IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cat food registers high single-digit value growth

Royal Canin continues to lead cat food

Economy dry cat food remains strong due to outdoor cats and economic slowdown

PROSPECTS AND OPPORTUNITIES

Premiumisation trend expected to drive growth in cat food

Growing demand for therapeutic cat food

Retail e-commerce set to develop further

CATEGORY INDICATORS

Table 58 Cat Owning Households: % Analysis 2019-2024

Table 59 Cat Population 2019-2024

Table 60 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 3 Cat Food by Price Band 2024

Table 61 Sales of Cat Food by Category: Volume 2019-2024

Table 62 Sales of Cat Food by Category: Value 2019-2024

Table 63 Sales of Cat Food by Category: % Volume Growth 2019-2024

Table 64 Sales of Cat Food by Category: % Value Growth 2019-2024

Table 65 Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024

Table 66 Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024

Table 67 □NBO Company Shares of Cat Food: % Value 2019-2023

Table 68 □LBN Brand Shares of Cat Food: % Value 2020-2023

Table 69 □LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023

Table 70 □Distribution of Cat Food by Format: % Value 2019-2024

Table 71 □Forecast Sales of Cat Food by Category: Volume 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 72 □Forecast Sales of Cat Food by Category: Value 2024-2029

Table 73 □Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029

Table 74 □Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

OTHER PET FOOD IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decrease in population of other pets post-pandemic

Share of retail e-commerce exceeds 80% for other pet food

PROSPECTS AND OPPORTUNITIES

Other pet food set to remain a niche category

Mirroring dog food and cat food, premiumisation expected in other pet food

CATEGORY INDICATORS

Table 19 Other Pet Population 2019-2024

CATEGORY DATA

Table 20 Sales of Other Pet Food by Category: Volume 2019-2024

Table 21 Sales of Other Pet Food by Category: Value 2019-2024

Table 22 Sales of Other Pet Food by Category: % Volume Growth 2019-2024

Table 23 Sales of Other Pet Food by Category: % Value Growth 2019-2024

Table 24 LBN Brand Shares of Bird Food: % Value 2020-2023

Table 25 LBN Brand Shares of Fish Food: % Value 2020-2023

Table 26 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023

Table 27 Distribution of Other Pet Food by Format: % Value 2019-2024

Table 28 □Forecast Sales of Other Pet Food by Category: Volume 2024-2029

Table 29 □Forecast Sales of Other Pet Food by Category: Value 2024-2029

Table 30 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029

Table 31 □Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

PET PRODUCTS IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Pet products demonstrates resilience amidst increased awareness of pets' wellbeing

Pharmaceutical companies continue to enter pet care

Strong fragmentation of share in other pet products

PROSPECTS AND OPPORTUNITIES

Pet healthcare forecast to expand further along with preventive care

Cat litter set to see an increasing green movement

Innovation in pet products, as an increased number of pets are left alone

CATEGORY DATA

Table 32 Sales of Pet Products by Category: Value 2019-2024

Table 33 Sales of Pet Products by Category: % Value Growth 2019-2024

Table 34 Sales of Pet Healthcare by Type: % Value 2019-2024

Table 35 Sales of Other Pet Products by Type: % Value 2019-2024

Table 36 NBO Company Shares of Pet Products: % Value 2019-2023

Table 37 LBN Brand Shares of Pet Products: % Value 2020-2023

Table 38 Distribution of Pet Products by Format: % Value 2019-2024

Table 39 Forecast Sales of Pet Products by Category: Value 2024-2029

Table 40 Forecast Sales of Pet Products by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Pet Care in South Korea

Market Direction | 2024-04-24 | 52 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com