

Cat Food in Vietnam

Market Direction | 2024-05-03 | 24 pages | Euromonitor

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Report description:

Cat food is seeing healthy growth in Vietnam in 2024, in both value and volume terms. Indeed, as seen with the evolving education about the care and wellbeing of animals in the country, this is also benefitting cats as well as dogs. With more communications around animal welfare, there is growing awareness of the benefits of keeping cats as pets rather than consuming them as food. This was reflected by the H?i An City People's Committee signing a Memorandum of Understanding at the end of 2021 to...

Euromonitor International's Cat Food 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 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: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cat Food 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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CAT FOOD IN VIETNAM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cat food sees ongoing healthy growth, in line with rising animal welfare education

Mid-priced and dry cat food products tend to be the most appealing

Perfect Companion tops the list with Me-O while Royal Canin appeals to a premium audience

PROSPECTS AND OPPORTUNITIES

Ongoing healthy sales supported by growing awareness of pet care and nutrition

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