

## **Dog Food in Indonesia**

Market Direction | 2024-04-30 | 25 pages | Euromonitor

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### **Report description:**

Sales growth in dog food in Indonesia will slow down in 2024, following the previous upticks seen during the era of the COVID-19 pandemic lockdowns when consumers were more inspired towards pet ownership and spending time with their animals. However, in the post-pandemic landscape, we are seeing a rebalancing effect - notably so as keeping dogs as pets raises more challenges than keeping cats. Dogs require a greater amount of attention than cats, from exercise to training and general interaction...

Euromonitor International's Dog Food in Indonesia 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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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Euromonitor International  
April 2024

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Growth slows down, while demand remains stable

Central Proteinaprima retains its lead, thanks to competitive availability of Bolt brand

Pet shops and e-commerce maintain their strong distribution shares

##### PROSPECTS AND OPPORTUNITIES

Small positive sales expected to maintain due to baseline demand

A mix of wet and dry dog food and healthier variants expected

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