

Other Pet Food in Vietnam

Market Direction | 2024-05-03 | 21 pages | Euromonitor

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Report description:

Other pet food is managing to achieve positive sales in Vietnam in 2024, in both value and volume terms, albeit at lower rates than seen in dog food and cat food. While dogs and cats are increasingly popular pets, with education about animal welfare supporting this, other pets do not see the same levels of pet humanisation. As such, price-sensitive consumers are less likely to invest as strongly in other pets as they do in cats and dogs, and this makes the category more vulnerable in times of ec...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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OTHER PET FOOD IN VIETNAM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower levels of pet humanisation lead to slower sales compared to cats and dogs
Speciality pet shops remain key for other pet food sales
Fish keeping trends support sales of fish food

PROSPECTS AND OPPORTUNITIES

A slow yet steady performance expected, with low levels of consumer and player interest
Fish keeping trends set to develop further thanks to government promotion
Tightening regulations around bird farming lessens appeal of keeping feathered pets

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