

Pet Care in Indonesia

Market Direction | 2024-04-30 | 50 pages | Euromonitor

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Report description:

Pet care in Indonesia is maintaining positive value and volume growth in 2024, albeit the speed of growth is slowing down compared to the recent review period. The category saw exceptional growth in the period 2020-to-2021, due to the pandemic lockdowns inspiring pet ownership and the humanisation of pets whilst people were confined to their homes. That said, baseline demand continues, with cats proving to be the most popular pets. Cats are perceived as easier to look after than dogs, with owner...

Euromonitor International's Pet Care 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: 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.

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Euromonitor International
April 2024

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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
Average unit prices expected to decline, in line with an increase in products imported from China

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Central Proteinaprima maintains its lead with its Takari brand

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