

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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Table of Contents:

Cat Food in Vietnam
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List Of Contents And Tables

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

Pet cat population expected to grow further over the forecast period

Ongoing focus on younger generations who are more inclined towards pet humanisation

CATEGORY INDICATORS

Table 1 Cat Owning Households: % Analysis 2019-2024

Table 2 Cat Population 2019-2024

Table 3 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 1 Cat Food by Price Band 2024

Table 4 Sales of Cat Food by Category: Volume 2019-2024

Table 5 Sales of Cat Food by Category: Value 2019-2024

Table 6 Sales of Cat Food by Category: % Volume Growth 2019-2024

Table 7 Sales of Cat Food by Category: % Value Growth 2019-2024

Table 8 Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024

Table 9 Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024

Table 10 □NBO Company Shares of Cat Food: % Value 2019-2023

Table 11 □LBN Brand Shares of Cat Food: % Value 2020-2023

Table 12 □LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023

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

Table 14 □Forecast Sales of Cat Food by Category: Volume 2024-2029

Table 15 □Forecast Sales of Cat Food by Category: Value 2024-2029

Table 16 □Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029

Table 17 □Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

PET CARE IN VIETNAM

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2019-2024

MARKET DATA

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Table 19 Sales of Pet Food by Category: Volume 2019-2024
Table 20 Sales of Pet Care by Category: Value 2019-2024
Table 21 Sales of Pet Food by Category: % Volume Growth 2019-2024
Table 22 Sales of Pet Care by Category: % Value Growth 2019-2024
Table 23 NBO Company Shares of Pet Food: % Value 2019-2023
Table 24 LBN Brand Shares of Pet Food: % Value 2020-2023
Table 25 NBO Company Shares of Dog and Cat Food: % Value 2019-2023
Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023
Table 27 □ Penetration of Private Label in Pet Care by Category: % Value 2019-2024
Table 28 □ Distribution of Pet Care by Format: % Value 2019-2024
Table 29 □ Distribution of Pet Care by Format and Category: % Value 2024
Table 30 □ Distribution of Dog and Cat Food by Format: % Value 2019-2024
Table 31 □ Distribution of Dog and Cat Food by Format and Category: % Value 2024
Table 32 □ Forecast Sales of Pet Food by Category: Volume 2024-2029
Table 33 □ Forecast Sales of Pet Care by Category: Value 2024-2029
Table 34 □ Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029
Table 35 □ Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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