

Dog Food in South Korea

Market Direction | 2024-04-24 | 27 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

After seeing minimal current value growth in 2023, dog food is set to record another year of low single-digit growth in South Korea in 2024. Due to the slowdown in growth in the dog population, and the economic downturn, there have been low growth rates in dog food. For instance, wet dog food is set to see a second year of retail volume and current value decline in 2024, as this is perceived as more of a discretionary choice rather than a necessity for dogs, thus hindering its growth trajectory.

Euromonitor International's Dog Food in South Korea 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Dog Food in South Korea
Euromonitor International
April 2024

List Of Contents And Tables

DOG FOOD IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Another year of slow value growth for dog food

Domestic dog food brands continue to increase their shares

Soft, semi-moist dog food gains traction along with the ageing dog population

PROSPECTS AND OPPORTUNITIES

Dog food expected to maintain its low single-digit growth

Functional claims will become more important along with heightened wellness awareness and the ageing dog population

Polarisation set to heighten in dog food

CATEGORY INDICATORS

Table 1 Dog Owning Households: % Analysis 2019-2024

Table 2 Dog Population 2019-2024

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

CATEGORY DATA

Summary 1 Dog Food by Price Band 2024

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

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

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

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

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

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

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

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

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

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

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

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

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

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

PET CARE IN SOUTH KOREA

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Dog Food in South Korea

Market Direction | 2024-04-24 | 27 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-11"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com