

## **Dog Food in South Korea**

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

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### **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.

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Euromonitor International  
April 2024

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