

## **Other Pet Food in Indonesia**

Market Direction | 2024-04-30 | 22 pages | Euromonitor

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### **Report description:**

Other pet food is following the overriding cross category trends in Indonesia in 2024. Whilst managing to achieve positive value and volume growth, the pet ownership trend is not as strong as seen during the era of the pandemic, and thus sales are slowing down. That said, the hobby of keeping an aquarium continues, with ornamental fish contests being popular among exotic fish owners, for example.

Euromonitor International's Other Pet Food 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: 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.

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Fish food continues to be a category driver, thanks to popularity of fish in Indonesia

Central Proteinaprima maintains its lead with its Takari brand

Bird food and small mammal/reptile food maintain sales, with trends dependent on pet popularity

#### PROSPECTS AND OPPORTUNITIES

Baseline demand will drive positive sales, while competition and opportunities may come from alternatives

Fish food will continue to be a strong driver of sales

Pet shops will remain key for other pet food

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