

Vietnam Pet Food Market Report and Forecast 2025-2034

Market Report | 2025-06-06 | 120 pages | EMR Inc.

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Report description:

The Vietnam pet food market size was approximately USD 129.93 Million in 2024. The market is estimated to grow at a CAGR of 9.10% between 2025 and 2034, reaching a value of USD 310.43 Million by 2034.

The Vietnam pet food market is in a developmental stage with countries like Japan entering into private pet food manufacturing agreements with local companies. This is because of the presence of non-restrictive regulatory laws for business outsourcing and low cost of manufacturing pet food. The United States of America, Cambodia, and China import a great variety of pet food products from Vietnam.

As per the Vietnam pet food market analysis, dog food sales accounted for more than half of the total market size in 2020. With the rising consumer disposable incomes and changing perception of pets as family members, pet ownership is expected to increase in the coming years. Moreover, there is a strong demand for mid-priced dog food in the country due to its affordability and the ability to meet the nutritional requirements of pets. Over the forecast period, the demand for premium dog food, including dog treats, is expected to record a significant uptick with the increasing awareness regarding pet care.

In 2020, cat food sales in Vietnam accounted for 35.6% of the total market size. Dry cat food dominated the overall category in food sales with more than 90% share, because of affordable pricing rates and convenience of serving.

Market Segmentation

Vietnam Pet Food Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Pet Type

- Dogs

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- Cats
- Others

Market Breakup by Product Type

- Dry Food
- Wet Food
- Snacks and Treats
- Others

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Speciality Stores
- Online Stores
- Others

Competitive Landscape

The market participants are increasingly prioritising the manufacturing of organically-certified and premium pet food products to meet the local as well as international demands.

- Archer-Daniels-Midland Co.
- Mars Incorporated
- Schell & Kampeter, Inc. (Diamond Pet Foods)
- Alltech Inc.
- DoggyMan H.A. Co., Ltd.
- Perfect Companion Group Co. Ltd.
- Virbac S.A.
- Truoo Pet Care
- Others

Table of Contents:

- 1 Executive Summary
- 1.1 Market Size 2024-2025
- 1.2 Market Growth 2025(F)-2034(F)
- 1.3 Key Demand Drivers

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- 1.4 Key Players and Competitive Structure
- 1.5 Industry Best Practices
- 1.6 Recent Trends and Developments
- 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Asia Pacific Pet Food Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Asia Pacific Pet Food Historical Market (2018-2024)
 - 5.3 Asia Pacific Pet Food Market Forecast (2025-2034)
 - 5.4 Asia Pacific Pet Food Market breakup by Country
 - 5.4.1 China
 - 5.4.2 Japan
 - 5.4.3 India
 - 5.4.4 ASEAN
 - 5.4.5 Australia
 - 5.4.6 Vietnam
 - 5.4.7 Others
- 6 Vietnam Pet Food Market Overview
 - 6.1 Key Industry Highlights
 - 6.2 Vietnam Pet Food Historical Market (2018-2024)
 - 6.3 Vietnam Pet Food Market Forecast (2025-2034)
- 7 Vietnam Pet Food Market by Pet Type
 - 7.1 Dogs
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Cats
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)

- 7.3 Others
- 8 Vietnam Pet Food Market by Product Type
 - 8.1 Dry Food
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Wet Food
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 Snacks and Treats
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
 - 8.4 Others
- 9 Vietnam Pet Food Market by Distribution Channel
 - 9.1 Supermarkets and Hypermarkets
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Speciality Stores
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
 - 9.3 Online Stores
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
 - 9.4 Others
- 10 Market Dynamics
 - 10.1 SWOT Analysis
 - 10.1.1 Strengths
 - 10.1.2 Weaknesses
 - 10.1.3 Opportunities
 - 10.1.4 Threats
 - 10.2 Porter's Five Forces Analysis
 - 10.2.1 Supplier's Power
 - 10.2.2 Buyer's Power
 - 10.2.3 Threat of New Entrants
 - 10.2.4 Degree of Rivalry
 - 10.2.5 Threat of Substitutes
 - 10.3 Key Indicators for Demand
 - 10.4 Key Indicators for Price
- 11 Value Chain Analysis
- 12 Trade Data Analysis (HS Code - 239)
 - 12.1 Major Importing Countries
 - 12.1.1 By Volume
 - 12.1.2 By Value
 - 12.2 Major Exporting Countries
 - 12.2.1 By Volume
 - 12.2.2 By Value
- 13 Competitive Landscape
 - 13.1 Supplier Selection

- 13.2 Key Global Players
- 13.3 Key Regional Players
- 13.4 Key Player Strategies
- 13.5 Company Profiles
 - 13.5.1 Archer-Daniels-Midland Co.
 - 13.5.1.1 Company Overview
 - 13.5.1.2 Product Portfolio
 - 13.5.1.3 Demographic Reach and Achievements
 - 13.5.1.4 Certifications
 - 13.5.2 Mars Incorporated
 - 13.5.2.1 Company Overview
 - 13.5.2.2 Product Portfolio
 - 13.5.2.3 Demographic Reach and Achievements
 - 13.5.2.4 Certifications
 - 13.5.3 Schell & Kampeter, Inc. (Diamond Pet Foods)
 - 13.5.3.1 Company Overview
 - 13.5.3.2 Product Portfolio
 - 13.5.3.3 Demographic Reach and Achievements
 - 13.5.3.4 Certifications
 - 13.5.4 Alltech Inc.
 - 13.5.4.1 Company Overview
 - 13.5.4.2 Product Portfolio
 - 13.5.4.3 Demographic Reach and Achievements
 - 13.5.4.4 Certifications
 - 13.5.5 DoggyMan H.A. Co., Ltd.
 - 13.5.5.1 Company Overview
 - 13.5.5.2 Product Portfolio
 - 13.5.5.3 Demographic Reach and Achievements
 - 13.5.5.4 Certifications
 - 13.5.6 Perfect Companion Group Co. Ltd.
 - 13.5.6.1 Company Overview
 - 13.5.6.2 Product Portfolio
 - 13.5.6.3 Demographic Reach and Achievements
 - 13.5.6.4 Certifications
 - 13.5.7 Virbac S.A.
 - 13.5.7.1 Company Overview
 - 13.5.7.2 Product Portfolio
 - 13.5.7.3 Demographic Reach and Achievements
 - 13.5.7.4 Certifications
 - 13.5.8 Truoo Pet Care
 - 13.5.8.1 Company Overview
 - 13.5.8.2 Product Portfolio
 - 13.5.8.3 Demographic Reach and Achievements
 - 13.5.8.4 Certifications
 - 13.5.9 Others

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