

Pet Food - China - August 2016

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“Compared with other markets, online is an especially critical channel for the Chinese pet food market. Not only because it’s one of the most popular purchase channels, but the e-commerce’s distribution system enables companies to reach the lower tier cities and rural areas, where there are still lots of growth opportunities from consumers switching to pet food.”
– Ching Yang, Research Analyst

This report looks at the following areas:

- Pet food humanisation
- The critical channel: e-commerce
- How to boost pet food usage among the non-users?

The dog and cat food market in China has been growing steadily with a CAGR (Compound Annual Growth Rate) above 20% over the 2011-16 time period. The solid performance results from the continuous growth in household income and many families keeping pets to accompany the single child.

Few global manufacturer giants dominate the pet food market in China. They are the pioneers of the pet food category and therefore enjoy more brand awareness. But in recent years the local players have become more significant, winning by either better value for money or product premiumisation.

Looking ahead, as pets are becoming a family member for most pet owners, pet food humanisation, such as organic, all-natural, and free from additives or preservatives, could be the innovation directions. Also, online is a critical channel to watch as the existing pet food users are commonly buying pet food online, and the distribution system provided by e-commerce players could reach many non-users in the lower tier cities and rural areas.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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