

# Pet Foods – China – September 2020

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## This report looks at the following areas:

- Reassuring pet owners with transparent product information
- Using functional benefits to help boost holistic wellbeing
- Focusing on human-pet bond will resonate with pet owners

The retail market of dog and cat food in China achieved strong growth from 2015–19, with a value CAGR of 13.9%. The robust performance was driven by increasing pet ownership as well as growing penetration and premiumisation of pet food. Mintel estimates that the retail market value of dog and cat food in China will reach RMB25.5 billion in 2020. The long-term growth momentum of the market is unchanged, with an expected value CAGR of 8.9% from 2020–25.

Under the evolving attitudes of treating pets as family members or friends and increasing knowledge about pet keeping, pet owners are becoming sophisticated when choosing pet food. Manufacturers should focus on nutrition and functionality to satisfy pet owners' interest in the dietary and holistic wellbeing of their pets. Pet owners' focus on the human-pet bond highlights another innovation opportunity for manufacturers to promote products that create a fun feeding experience.



“Pet owners are becoming knowledgeable and sophisticated in selecting pet food, as they will proactively seek information before making purchase decisions. Their concern around food safety and attention to nutrition suggest brands should not only fortify nutrition but also provide transparent information.”

– Roolee Lu, Research Analyst

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