

Pet Food – China – 2021

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This report looks at the following areas:

- What is the current market landscape and how has it changed in 2020 since COVID-19?
- What marketing activities and new product trends are worth attention in the future?
- How have consumers' plans of owning pets changed in the post-COVID-19 period?
- What is the penetration of different types of pet food?
- What kind of communication and channel resources are critical to compete in pet food?

More than 60% of dog and cat owners spend less than RMB3,000 on pet food per pet per year, while the mean pet food expenditure per pet per year is RMB3,206 and the most mentioned spending range is RMB2,500–3,000, meaning consumers' spending level is at a low to medium level and has huge potential to improve.

In the post-COVID-19 period, people's willingness to own a pet increased this year, with 25% (up by 4 percentage points) of consumers saying they don't have a pet but plan to have one. This was not affected by COVID-19 compared to 2020. At the same time, consumers have an obvious preference for pet cats as a first pet, revealed by the finding that dog owners in tier 1 cities fell sharply by 12 percentage points, while cat owners went up by 5 percentage points in tier 1 cities in 2021, compared to 2020. The market in the near future will thus be driven more by the cat economy.

Regulations on owning and walking pet dogs in cities are increasing, making owning dogs and certain breeds of dogs in particular more difficult. A drop in pet dog ownership will inherently impact the volume sales of dog food.

The retail spending on pet food per capita in China is only 3.1% of the US's. China consumers are also the second least likely to buy the least expensive pet



"People's willingness to own pets in the post-COVID-19 period is increasing, especially among younger and older generations, stimulating a boom in the pet food market."

– Pepper Peng, Research Analyst

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food/treats among APAC's 13 regions and areas, suggesting huge trade up potential. In addition, as pet owners prefer to learn nutrition knowledge from professional information channels, such as pet stores/hospitals and online pet forums, cooperating with trustworthy and professional third parties will be critical in the future.



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