

Pet Care in Indonesia

<https://marketpublishers.com/r/P11BBADC9BFEN.html>

Date: May 2023

Pages: 52

Price: US\$ 2,100.00 (Single User License)

ID: P11BBADC9BFEN

Abstracts

Pet care in Indonesia is enjoying positive, driven primarily by the increasing demand resulting from the humanisation of pets and a broader availability of products. The humanisation trend has led to a greater emphasis on the use of human-grade ingredients in pet food, ensuring that the quality and safety of pet food products are on par with those intended for human consumption.

Euromonitor International's Pet Care 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Pet Food, Pet Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Pet Care 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

PET CARE IN INDONESIA

EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 1 Pet Populations 2018-2023

MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2018-2023

Table 3 Sales of Pet Care by Category: Value 2018-2023

Table 4 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 5 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 6 NBO Company Shares of Pet Food: % Value 2018-2022

Table 7 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 10 Distribution of Pet Care by Format: % Value 2018-2023

Table 11 Distribution of Pet Care by Format and Category: % Value 2023

Table 12 Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 13 Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 14 Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 15 Forecast Sales of Pet Care by Category: Value 2023-2028

Table 16 Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 17 Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

DOG FOOD IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dog food rises as premium wet dog food demand remains strong despite price hikes

Price increases prompt consumer shift to economy options, while Mars maintains overall leadership

Online retailers boost sales category-wide

PROSPECTS AND OPPORTUNITIES

Strong humanisation trend will continue to fuel growth in treats
Brand communication and social media shape preferences and demand
Natural, health-focused options to rise further, and raw food will gain ground though remain niche

CATEGORY INDICATORS

Table 18 Dog Owning Households: % Analysis 2018-2023

Table 19 Dog Population 2018-2023

Table 20 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 2 Dog Food by Price Band 2023

Table 21 Sales of Dog Food by Category: Volume 2018-2023

Table 22 Sales of Dog Food by Category: Value 2018-2023

Table 23 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 24 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 25 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 26 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 27 NBO Company Shares of Dog Food: % Value 2018-2022

Table 28 LBN Brand Shares of Dog Food: % Value 2019-2022

Table 29 LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 30 Distribution of Dog Food by Format: % Value 2018-2023

Table 31 Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 32 Forecast Sales of Dog Food by Category: Value 2023-2028

Table 33 Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 34 Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

CAT FOOD IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Online sales drive growth across various price bands as international players remain on top

Ongoing education bridges gap in packaged cat food adoption, with dry food remaining preferred choice and treats continuing to expand

Polarisation of cat food will accelerate due to price increases

PROSPECTS AND OPPORTUNITIES

Prepared gap varies significantly between pure breed and mix breed cats

Cat treats to see continued increased demand with entrance of more local brands

Rising demand for packaged cat food to accompany changing lifestyles, with e-commerce set to expand further

CATEGORY INDICATORS

Table 35 Cat Owning Households: % Analysis 2018-2023

Table 36 Cat Population 2018-2023

Table 37 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 3 Cat Food by Price Band 2023

Table 38 Sales of Cat Food by Category: Volume 2018-2023

Table 39 Sales of Cat Food by Category: Value 2018-2023

Table 40 Sales of Cat Food by Category: % Volume Growth 2018-2023

Table 41 Sales of Cat Food by Category: % Value Growth 2018-2023

Table 42 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023

Table 43 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 44 NBO Company Shares of Cat Food: % Value 2018-2022

Table 45 LBN Brand Shares of Cat Food: % Value 2019-2022

Table 46 LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 47 Distribution of Cat Food by Format: % Value 2018-2023

Table 48 Forecast Sales of Cat Food by Category: Volume 2023-2028

Table 49 Forecast Sales of Cat Food by Category: Value 2023-2028

Table 50 Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 51 Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

OTHER PET FOOD IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consistent growth in fish food reflects stable increase in fish populations

Central Proteinaprima maintains leadership

Bird food trajectory remains steady despite competition from non-packaged sources, while demand rises for reptile food

PROSPECTS AND OPPORTUNITIES

Smaller households and rise of e-commerce will facilitate continued growth

Price sensitivity persists but does not represent serious threat to future growth

Emergence of less processed alternatives present challenges and opportunities for other pet food

CATEGORY INDICATORS

Table 52 Other Pet Population 2018-2023

CATEGORY DATA

Table 53 Sales of Other Pet Food by Category: Volume 2018-2023

Table 54 Sales of Other Pet Food by Category: Value 2018-2023

Table 55 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 56 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 57 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 58 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 59 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022

Table 60 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 61 Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 62 Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 63 Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 64 Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

PET PRODUCTS IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Online consultations boost sales of pet healthcare products, and Catsan continues to lead cat litter

Espreo maintains overall leadership and demand for pet furniture grows

E-commerce expansion and post-pandemic education positively impact pet products in Indonesia

PROSPECTS AND OPPORTUNITIES

Online sales and humanisation trend set to support growth across all product areas

Increase in pet-friendly public locations to drive sales in pet beauty products, with health supplements pushing growth in pet healthcare

Price sensitivity likely to remain an influence on purchasing decisions

CATEGORY DATA

Table 65 Sales of Pet Products by Category: Value 2018-2023

Table 66 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 67 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 68 Sales of Other Pet Products by Type: % Value 2018-2023

Table 69 NBO Company Shares of Pet Products: % Value 2018-2022

Table 70 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 71 Distribution of Pet Products by Format: % Value 2018-2023

Table 72 Forecast Sales of Pet Products by Category: Value 2023-2028

Table 73 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

I would like to order

Product name: Pet Care in Indonesia

Product link: <https://marketpublishers.com/r/P11BBADC9BFEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P11BBADC9BFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970