

# Vietnam Cat Food Import Guide 2023-2026

<https://marketpublishers.com/r/VB427B6EC3D4EN.html>

Date: April 2026

Pages: 40

Price: US\$ 3,000.00 (Single User License)

ID: VB427B6EC3D4EN

## Abstracts

To help global cat food producers, exporters, distributors, and international traders efficiently expand into the Vietnamese market, CRI releases the 'Vietnam Cat Food Import Guide 2023-2026.' The guide provides an overview of the Vietnamese cat food industry, import market, and import company information for the period.

The types of importing companies are diverse, including pet food importers and brand agents, pet supply chain stores and retailers, E-commerce platforms, traders, and key end buyers. This guide features the top 10 importing companies, including company profiles, contact information, and important information such as import volume, value, price, import resources, and major suppliers for 2023-2026 (including Excel data source).

The publication of the 'Vietnam Cat Food Import Guide 2023-2026' aims to provide cat food producers with precise customer acquisition channels, helping them expand into the Vietnamese market more efficiently. It also provides valuable decision-making insights for international trading companies and investment institutions, helping them optimize their regional supply chain strategies. This guide will help suppliers stay abreast of market trends in Vietnam, mitigate potential risks and enhance their international competitiveness.

## Industry Overview

The cat food industry in Vietnam constitutes a significant segment of the broader pet food market. Its development is closely intertwined with the processes of urbanization, rising disposable incomes, and the growing trend of integrating pets into family life.

In recent years, the number of pet cats kept in Vietnam has continued to rise, particularly in major urban centers such as Ho Chi Minh City and Hanoi. As young

consumers and middle-class families increasingly come to view their pets as family members, the demand for specialized pet food has seen a marked increase, thereby driving the steady expansion of the cat food market.

Vietnam's cat food market primarily comprises categories such as dry food, wet food (available in cans or pouches), and functional cat food. Among these, dry food dominates the market due to its relatively lower cost and ease of storage, while wet food and premium functional products are experiencing gradual growth against the backdrop of rising consumer spending power and lifestyle upgrades.

Imported brands hold a distinct advantage in the premium segment of the market; many consumers show a strong preference for international products, resulting in a market landscape that is, to a significant extent, dominated by imports.

In recent years, driven by the rapid growth of online consumption, e-commerce channels have captured an increasing share of pet food sales, emerging as a vital avenue for brands seeking to enter the market. Concurrently, the development of veterinary care and pet grooming services has also stimulated demand for specialized pet food products.

Overall, Vietnam's cat food industry remains in its growth phase; while the market size is currently relatively modest, its potential for expansion is substantial. As the pet population grows, consumer purchasing power rises, and attitudes toward pet ownership evolve, the cat food market is projected to continue its expansion, gradually trending toward premiumization, brand-centricity, and functional specialization.

### **Import Market Overview**

In recent years, the volume of cat food imports into Vietnam has maintained steady growth.

According to CRI analysis, In recent years, Vietnam's imported cat food market has experienced rapid growth, driven by the expansion of the country's pet economy. Given the relatively limited domestic pet food production capacity—particularly the shortage of mid-to-high-end cat food products—imported goods have secured a significant position in the market, serving as a crucial source for meeting the demands of consumption upgrading.

According to CRI statistics, approximately 56 buyers in Vietnam imported cat food in

2024, totaling US\$ 18.10 million. In 2025, Vietnam's total cat food imports reached US\$ 20.86 million, an increased of 30% year-on-year.

Thailand, China and South Korea are Vietnam's top three sources for cat food imports.

According to CRI analysis, Thailand, China and South Korea were the top three sources of Vietnam's cat food imports, accounting for approximately 51.8% , 26.0% and 11.9% of total imports respectively in 2025.

CRI predicts that in the future, driven by the growing pet population, heightened consumer focus on pet nutrition and health, and the upgrading of pet consumption, the volume of cat food imports into Vietnam is expected to maintain steady growth.

### Overview of Foreign Investment in Vietnam's Cat Food Industry

**Investment Background** With the accelerating pace of urbanization and the expansion of the young consumer demographic, the number of pet cats being kept continues to rise. As pets are increasingly viewed as family members, the demand for high-quality pet food has seen a significant surge. This growth in pet food consumption is particularly rapid in major cities such as Ho Chi Minh City and Hanoi. Consequently, this trend has established a solid market foundation for foreign-funded enterprises seeking to enter the sectors of cat food production, brand management, and trade.

### Investment Advantages

1. Political stability and rapid economic development. The Vietnamese government has strong governing capabilities, consistent policies, and a focus on economic development and improving people's livelihoods.
2. Relatively low labor costs.
3. Strategically located in the eastern part of the Indochina Peninsula, with a 3,260-kilometer coastline and numerous ports, transportation is convenient.
4. Relatively relaxed policies and regulations provide foreign investors with comprehensive legal protections and generous preferential policies.
5. Vietnam has a high level of openness to the outside world, with 19 free trade agreements signed or in progress. Investors can use platforms such as RCEP and the China-ASEAN Free Trade Area to explore a broader international market.

### Investment Regulations

According to Vietnam's Investment Law and other regulations, the production and

processing of animal feed in Vietnam do not fall under sectors restricted or prohibited to foreign investment. Foreign investors can establish wholly foreign-owned enterprises or joint ventures with local companies in accordance with the Investment Law and the Enterprise Law. However, companies must also obtain a feed production license issued by the agricultural authorities.

### **Guide Highlights:**

#### Comprehensive Coverage:

This directory includes major importers in Vietnam, including pet food importers and brand agents, pet supply chain stores and retailers, E-commerce platforms, traders, and key end buyers.

#### Detailed Information:

Including basic information of the TOP10 importers, contact information, import quantity, import value, price, import source and main suppliers.

#### Product Focus:

With data-driven and market-oriented approach, we focus on key industries and conduct in-depth analysis of Vietnam's import policies, market demand and major sources of imports. Whether you are a foreign trade company, an investment institution, or a practitioner upstream or downstream of the industrial chain, you can quickly find reliable information and practical strategies here.

#### Efficient Connectivity:

The guide has a clear format and includes Excel data, which facilitates quick screening, group management and batch contact, helping global suppliers to efficiently connect with the Vietnamese market.

#### Market Value:

The guide includes an overview of Vietnam's cat food industry, an overview of the import market, and a brief analysis of market demand trends, helping global suppliers seize the Vietnamese market and opportunities.

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