

Pet Food Market in Indonesia 2022

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Abstracts

Pet food is animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog, cat, as well as bird food or fish. According to a report by StrategyHelix, the pet food market in Indonesia is set to increase by US\$ 647.0 million during 2022-2028, growing at a CAGR of 12.8% during the forecast period. Pets provide well-being benefits for people because humans imbue these animals with socially-supportive attributes, that in turn, psychologically translate into experiencing social support from them. Nowadays, the majority of dog and cat owners report that their pet is a family member just like anyone else. The humanization of pets is the main driver for the pet food market. With this increase in humanization, pets are being treated with more care and hygiene, which has increased consumer demand for high-quality pet food products.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for pet food. The Indonesia pet food market is segmented on the basis of product, pricing, and retail channel. On the basis of product, the pet food market in Indonesia has been segmented into cat food, dog food, others. By pricing, the pet food market in Indonesia has been segmented into economy pet food, premium pet food. The economy pet food segment is estimated to account for the largest share of the pet food market in Indonesia. Based on retail channel, the pet food market in Indonesia is categorized into e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others.

The dog food market is further segmented into dry dog food, mixers & treats, and wet dog food. The dry dog food segment captured the largest share of the market in 2021 and is expected to maintain its dominance during the forecast period. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. According to the research, the dry cat food segment had the largest share in the pet food market in Indonesia. The other pet food market is further divided into bird food,

fish food, and others.

The Indonesia pet food market is highly competitive. The leading players in the pet food market include Mars Incorporated, Colgate-Palmolive Company, Nestle S.A., Charoen Pokphand Foods Public Company Limited, Dr Josh Laboratories JM & K Pty Ltd, The Archer-Daniels-Midland Company, Vitakraft pet care GmbH & Co. KG, PT. Kino Indonesia Tbk., Fwusow Industry Co. Ltd., Champion Petfoods LP. Competitive landscape gives a description of the competitive nature of the pet food market in Indonesia and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

Report Scope

Product: cat food, dog food, others

Pricing: economy pet food, premium pet food

Retail channel: e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Mars Incorporated, Colgate-Palmolive Company, Nestle S.A., Charoen Pokphand Foods Public Company Limited, Dr Josh Laboratories JM & K Pty Ltd, The Archer-Daniels-Midland Company, Vitakraft pet care GmbH & Co. KG, PT. Kino Indonesia Tbk., Fwusow Industry Co. Ltd., Champion Petfoods LP

Key Benefits for Stakeholders

Get a comprehensive picture of the Indonesia pet food market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Mars, Incorporated
Colgate-Palmolive Company
Nestle S.A.
Charoen Pokphand Foods Public Company Limited
Dr Josh Laboratories JM & K Pty Ltd
The Archer-Daniels-Midland Company
Vitakraft pet care GmbH & Co. KG

PT. Kino Indonesia Tbk.
Fwusow Industry Co., Ltd.
Champion Petfoods LP
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