Pet Care Market: Southeast Asia Industry Analysis and Opportunity Assessment 2014 - 2020

Description: The SEA (Thailand, Malaysia, Indonesia, Singapore, Philippines, and Vietnam) pet care market is expected to witness significant growth, by registering a robust growth of nearly 6.8% by 2020. Increasing concern towards pet's health and demand for luxury products is an equivalent contributor to the total Southeast Asia Pet Care Market growth. Dog food, Cat food, product variants at affordable prices are among the prominent factors driving the demand for pet care market across Southeast Asia.

Also, an influx of new products in veterinary services specifically for dogs and cats by key players such as Merck Animal Health is expected to bolster the market growth thereby increasing competitiveness in the market. Geographically, Thailand represents a huge market potential followed by Malaysia wherein Philippines and Vietnam have vast potential for pet care market growth and development.

In this study, we analyze the Southeast Asia Pet Care Market during 2014-2020. We focus on:

- Market Value Forecast, 2013-2020
- Distribution Channel as a key focus due to increasing product penetration
- Key drivers and developments in Pet Care
- Key Trends and Developments of Pet Food, Pet Care Products and others
- Key Drivers and developments in particular countries such as Thailand, Malaysia, Indonesia, Singapore, Philippines and Vietnam

Key Geographies/ Countries Covered:

Thailand, Malaysia, Indonesia, Singapore, Philippines and Vietnam

Other Key Topics:

- Hypermarkets & Supermarkets, Pet Shop, Veterinary Clinic, Economy products, Mid-Price Product and Premium Products

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