Key opportunities lie in developing personalised pet nutrition, sustainable diet choices and premiumising with human-grade ingredients.
Pet Food - Thai Consumer - 2023

This report looks at the following areas:

- Pet ownership status and the different types of pets owned in the market
- The penetration of different types of pet food
- Association of different pet food types with attributes
- Pet owners' behaviours regarding choice of pet food
- Pet owners' attitudes towards pet food
- Features in pet food that Thais are willing to pay more for
- Pet owners' concerns regarding their pets

Key opportunities lie in developing personalised pet nutrition, sustainable diet choices and premiumising with human-grade ingredients.

Dogs and cats are an integral part of Thais' lives. With the market evolving from pet owners to pet parents as a result of the pet humanisation phenomenon, it is an important time for pet food brands to innovate on human-led trends. While dry food takes the lead in daily choice of feeding pets, opportunity exists to increase usage frequency of other pet food types (eg wet food, raw food).

Urban pet parents aged 45+ are driving the need for personalised pet nutrition as they apply their own human wellness standards and mindsets to their choice of pet food since they look for age-tailored solutions for themselves. Younger Millennial urban pet parents aged 25-34 are adopting more sustainable diets for their pets, underlining their own personal sense of environmental responsibility as they make sustainable food and drink choices for

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themselves too. **Affluent Bangkokians** are premium pet food shoppers, driving the demand for human-grade ingredients in pet food.

When evaluating a healthful and sustainable pet food product, pet owners heavily value the use of functional ingredients and plant-protein in pet food.

In this Report, learn how brands can drive relevance and enhance value on human-led trends in pet food. Understand further the distinct mindsets, behaviours and attitudes among different pet owner cohorts and identify untapped market spaces.
Report Content

EXECUTIVE SUMMARY

• Mintel’s perspective

Key issues covered in this Report

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• The outlook of the pet food market in Thailand
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• Urban pet parents aged 45+ drive demand for personalised pet nutrition
• Urban pet parents aged 45+ drive demand for personalised pet nutrition
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• Urban pet owners aged 25-34 are adopting a sustainable diet plan for their pets
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