



Euromonitor  
International

# Other Pet Food in Indonesia

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Unit prices remain stable though relatively high in other pet food in 2025
- Central Proteinaprima as continued leader
- Specialist pet shops key channel for other pet food sales

PROSPECTS AND OPPORTUNITIES

- Volume sales will be low throughout forecast period
- E-commerce growth to have only limited impact on other pet food sales in Indonesia
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