



Other Pet Food in Indonesia

April 2024

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Other Pet Food in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fish food continues to be a category driver, thanks to popularity of fish in Indonesia

Central Proteinaprima maintains its lead with its Takari brand

Bird food and small mammal/reptile food maintain sales, with trends dependent on pet popularity

PROSPECTS AND OPPORTUNITIES

Baseline demand will drive positive sales, while competition and opportunities may come from alternatives

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Pet shops will remain key for other pet food

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