



Flanders
State of the Art



THE PET FOOD MARKET IN CHINA

FLANDERS INVESTMENT & TRADE MARKET SURVEY

INHOUD

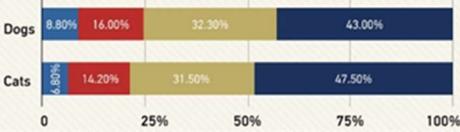
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Portrait of Chinese pet owners

Age

Almost half the pet owners are post-90s

■ Born before 1970 ■ 1970-1979 ■ 1980-1989 ■ 1990-1999



Gender

Nearly 90% of pet owners are females



Jobs

They are usually:

- Office employees
- Students
- Freelancers
- Housewives
- Professionals (i.e. lawyers)

Dog vs Cat

There are 10 million more pet dogs than cats in 2019



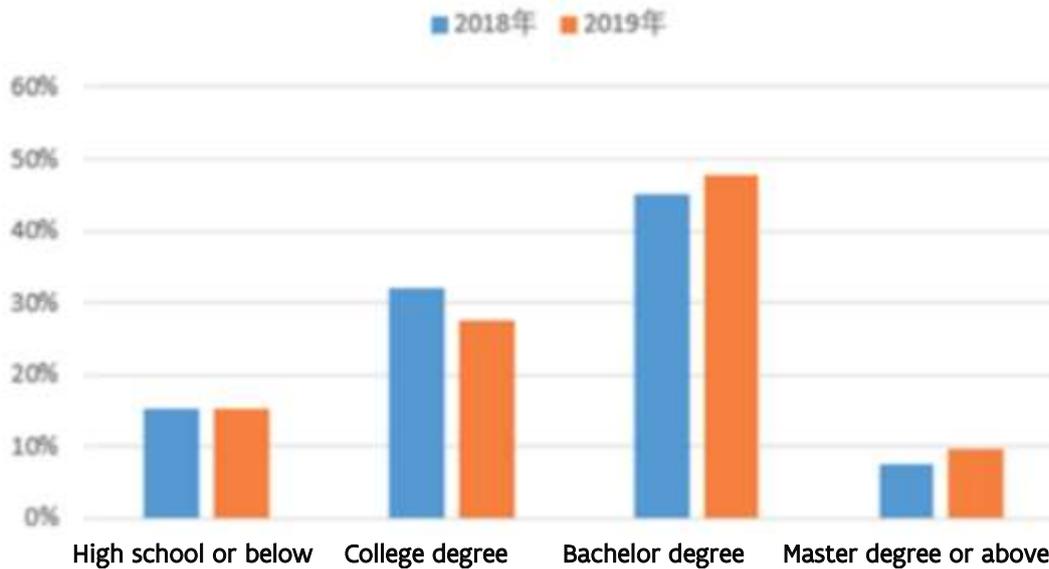
Education background

More than half of the owners hold a bachelor's degree or above



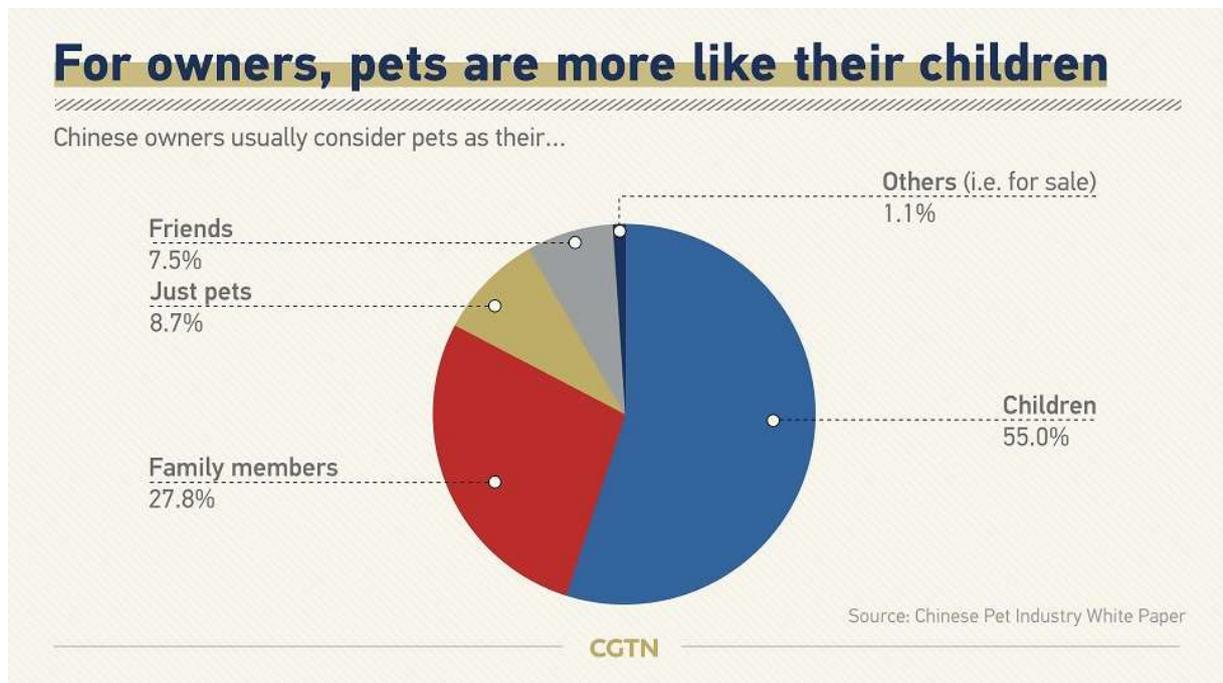
Source: Chinese Pet Industry White Paper

Education of Chinese Pet Owners

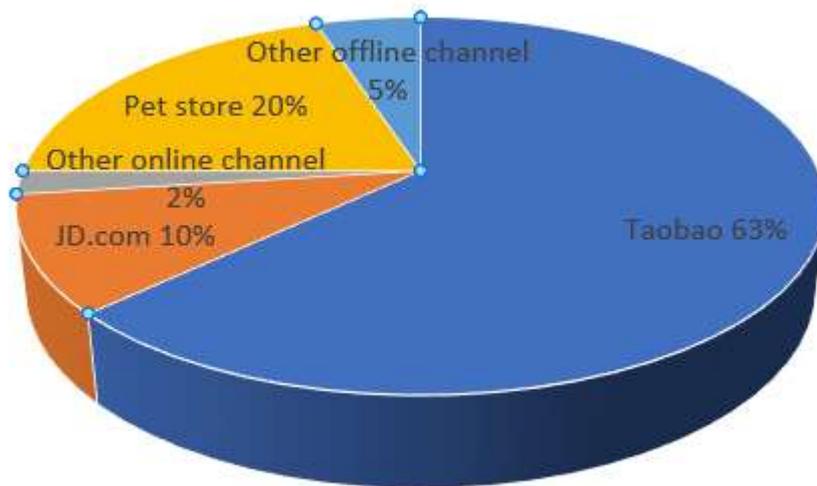


According to the report, nearly 60% of owners treat their pets as their kids. Many also say that pets are children, friends and family members all rolled into one.

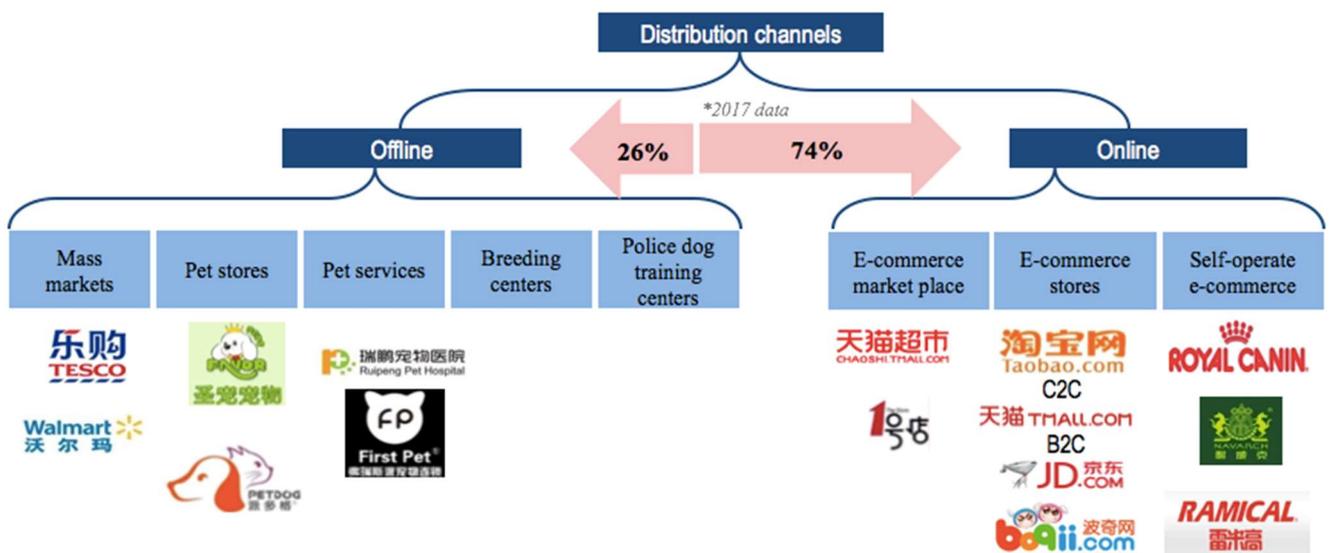
Behind mounting pet love



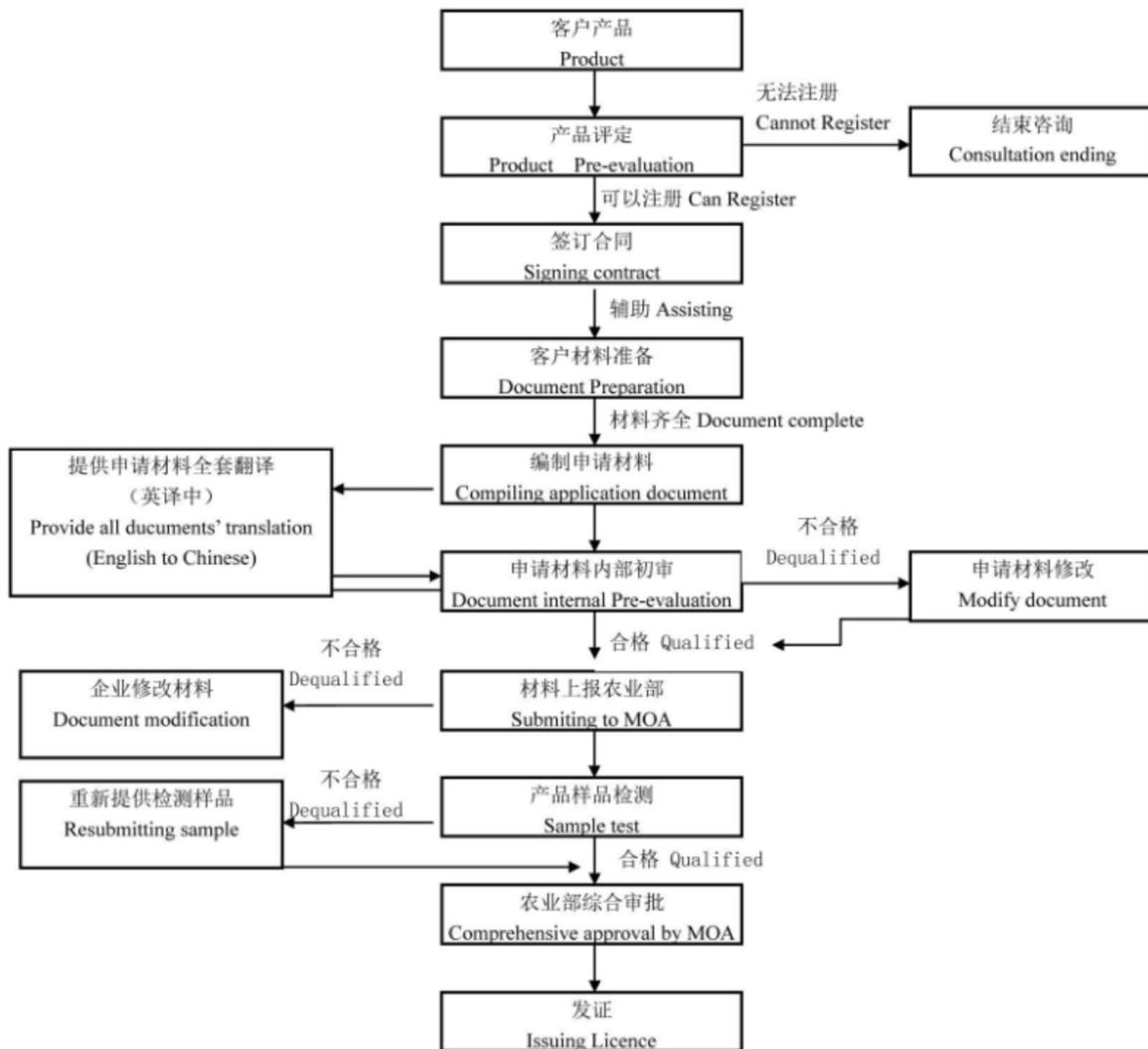
Percentage of Pet Food Consumption Channels in China (2018)



- Taobao 63%
- JD.com 10%
- Other online channel 2%
- Pet store 20%
- Other offline channel 5%



中华人民共和国农业部
进口饲料及饲料添加剂注册流程图



Remarks:

- Dog or cat food in airtight containers (HS code 2309101000) does not require a quarantine permit.
- Other retail packaging dog or cat food (HS code 2309109000) requires a quarantine permit.

