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Report Highlights:

Hong Kong is the world's eleventh-largest market for imported pet food, and also the hub for pet food trade in the region. The United States is the market leader with nearly 50 percent market share in the Hong Kong pet food market, which is expected to grow in 2020. For the first six months of 2020, Hong Kong imports of dog and cat food reached nearly \$80 million, an increase of almost 23 percent over the same period in 2019. The sales of pet food are also expected to grow and reach \$264 million by 2025.

SECTION I. IMPORT REGULATIONS

The Agriculture, Fisheries and Conservation Department (AFCD) of the Hong Kong government has oversight responsibility for pet food. Pet food in Hong Kong is not subject to any specific regulations on production, imports, sales, labeling or labeling claims, or any tariffs or taxes. While no import permit is required, the AFCD encourages importers to provide a veterinary certificate endorsed by the relevant official veterinary authority in the country of origin to accompany shipments to Hong Kong. The suggested language on the veterinary certificate is provided in a [Circular](#).

The AFCD completed research on pet food safety in February 2020. The results of this microbiological and chemical testing for eight common substances on all 360 collected samples were found satisfactory. With that, the AFCD reported to the Hong Kong legislature that it would continue to monitor the situation, but there is no need for any new rulemaking at this time.

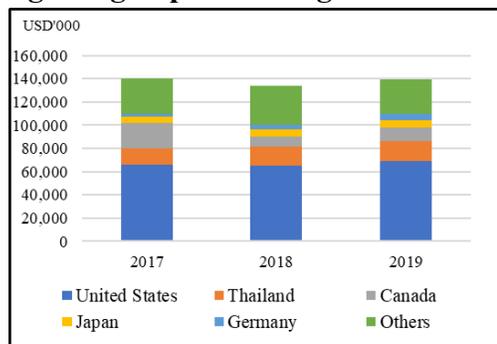
SECTION II. PET FOOD TRADE IN HONG KONG

In Hong Kong, pet food is mainly referred to dog and cat food, which accounted for 99 percent of all pet food sales¹. In 2019, Hong Kong’s imports of dog and cat food reached \$139 million, making it the world’s eleventh-largest market. The United States is the market leader, with nearly 50 percent market share (\$69 million) of dog and cat food imports into Hong Kong.

Table 1 – Hong Kong imports of dog and cat food 2019²

Supplying Countries	Gross Imports (2019)	Share
United States	\$69 million	50%
Thailand	\$17 million	12%
Canada	\$12 million	9%
Rest of the World	\$41 million	29%

Chart 1 – Hong Kong imports of dog and cat food (2017-2019)³



¹ Euromonitor International

² Hong Kong Census and Statistics Department

³ Hong Kong Census and Statistics Department

Hong Kong is not only a market for dog and cat food, it is also a regional hub. In 2019, Hong Kong re-exported \$70 million (50 percent) of these imports to other markets in the region, especially China (\$52 million)⁴.

SECTION III. DOG AND CAT OWNERSHIP / SALES OF DOG AND CAT FOOD

Table 2 – Dog and cat ownership / Sales of dog and cat food

	Dog/Dog Food	Cat/Cat Food
Dog/cat ownership/population⁵		
Total no. of households in Hong Kong: 2,573,404 (est.)		
No. of households keeping dogs/cats: 241,900 (9.4%)		
No. of dogs/cats kept	221,100	184,100
For households keeping dogs/cats⁶		
No. of households keeping dogs (some also keep cats)	147,500	
No. of households keeping cats (some also keep dogs)		103,500
Living in private housing	85%	63.8%
Living in public or temporary housing	15%	36.2%
Average household size keeping dogs/cats	2.9	2.9
Monthly medium household income (USD\$)	\$4,653	\$4,743
No. of dogs/cats kept per household		
One	67.6%	59.2%
Two	21.8%	26.5%
Three or more	10.6%	14.3%
Channel of obtaining		
Bought from pet shops	34.8%	19.9%
Gifts from relatives/friends	32.1%	33.4%
Adoption	17.8%	19.8%
Sales of dog and cat food (2020)⁷		
Sales by category		
Dog/cat treats and mixers	\$3.6 million	\$11 million
Dry dog/cat food	\$151 million	\$7.3 million
Wet dog/cat food	\$10.9 million	\$22 million
Total	\$166 million	\$40.3 million
Distribution channels (according to sales value)		
Supermarket	32.5%	31.2%
Pet shops	54.3%	58%
E-Commerce	5.5%	7.8%

⁴ Hong Kong Census and Statistics Department

⁵ Hong Kong Census and Statistics Department

⁶ Hong Kong Census and Statistics Department

⁷ Euromonitor International

Veterinary Clinics	7.7%	3%
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SECTION III. COMPETITION

Hong Kong is an open market and competition is very keen. Dog and cat owners are generally quality and brand conscious. Below is a summary of the major dog and cat food brands and also the price range of the products.

Table 3 – Major dog and cat food brands⁸

Major Brands	Supplier/Manufacturer	Share in 2019 value
Dog Food		
Pedigree	Mars Hong Kong Ltd	19%
Royal Canin	Mars Hong Kong Ltd	15.1%
Hill's Science Diet	Hill's Pet Nutrition Inc	14.7%
Cat Food		
Whiskas	Mars Hong Kong Ltd	25.8%
Mon Petit	Nestle Hong Kong Ltd	13.7%
Friskies	Nestle Hong Kong Ltd	12.4%

Table 4 – Dog food by price/brand⁹

Category	Price range per kg	Price (\$)	Brand examples
Wet dog food	Premium	Above \$8.3	Kakato, Cesar, Hill's Science Diet, Almo Nature, Royal Cannin
	Mid-price	\$4.1-7.9	Pedigree
	Economy	Below 5.4	Essential Waitrose
Dry dog Food	Premium	Above \$4.4	Hill's Science Diet, Royal Canin, Purina Pro Plan, Stell & Chewy's
	Mid-priced	\$2.3-2.8	Pedigree, Purina Alpo
	Economy	Below \$2	Surebuy

Table 5 – Cat food by price/brand¹⁰

Category	Price range per kg	Price (\$)	Brand examples
Wet cat food	Premium	Above \$8.7	Mon Petit, Kakato, Almo Nature, Hill's Science Diet
	Mid-price	\$3.8-8.3	Whiskas, Purina Friskies
	Economy	Below \$4.9	Surebuy
Dry cat Food	Premium	Above \$5.1	Royal Canin, Hill's Science Diet, Purina Pro Plan

⁸ Euromonitor International

⁹ Euromonitor International

¹⁰ Euromonitor International

Mid-priced	\$3.8-5.8	Whiskas, Purina Friskies
Economy	Below \$3.6	Surebuy

To check out the other brands, you can visit the websites (pet or pet food section) of the two largest supermarket chains in Hong Kong. Each of the chains operate over 260 outlets across Hong Kong and the two chains combined account for over 60 percent market share of all supermarket sales¹¹. The website of the largest e-shopping mall in Hong Kong – HKTVMall, will also show the dog and cat food on offer via e-commerce. Their websites show the more common dog and cat food widely available in Hong Kong and their retail prices (retail prices in HK\$ and US\$1=HK\$7.8):

- [Wellcome Supermarket](#)
- [ParknShop](#)
- [HKTVMall](#)

SECTION IV. OUTLOOK FOR 2020/2021

Hong Kong imports of dog and cat food are expected to grow in 2020. For the first six months of 2020, Hong Kong imports of dog and cat food reached nearly \$80 million, an increase of almost 23 percent over the same period in 2019. The sales of dog and cat food are expected to reach over \$200 million in 2020, and grow to \$264 million by 2025¹².

Table 6 – Hong Kong imports of dog and cat food (January – June)¹³

	January - June		% change
	USD'000		
	2019	2020	
World	64,859	79,762	23%
U.S.	30,673	37,628	23%
Thailand	8,628	9,761	13%
Canada	5,221	7,203	38%
Japan	3,095	4,098	32%
Germany	2,312	3,110	34%
S. Korea	695	2,294	230%
New Zealand	1,922	2,086	9%
China	1,730	1,789	3%
Others	10,583	11,794	11%

¹¹ Euromonitor International

¹² Euromonitor International

¹³ Hong Kong Census and Statistics Department

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

Post Contact

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<http://www.usfoods-hongkong.net>

Attachments:

No Attachments.