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Report Name: Unleashing Opportunities in Taiwan's Booming Pet Food Market

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Report Highlights:

In 2024, Taiwan's pet food market saw significant activity, with total imports reaching a record high of \$276.8 million. Thailand continued to be the largest supplier of pet food to Taiwan, followed by the United States, South Korea, Canada, and Japan. Notably, the United States upheld its position as the largest supplier of premium dry pet food to Taiwan, highlighting its strong presence in the high-end segment of the market. As the pet food industry continues to evolve, Taiwan's reliance on a diverse array of suppliers ensures a steady supply of varied and high-quality pet food products for its expanding pet population. Key opportunities for U.S. suppliers include products for aging pets, specialized nutrition, preventive health care, and pet treats.

Market Overview

The pet food market in Taiwan has undergone significant changes over the past five years. The pet market (including food and appliances) in Taiwan was valued at approximately \$19.3 billion in 2024¹. This figure represents a significant increase from previous years, reflecting the growing importance of pets² in Taiwanese households. According to Taiwan Ministry of Agriculture's (MOA) statistics in 2023, Taiwan has 1.48 million dogs and 1.31 million cats, representing increases of 19 and 50 percent, respectively, from 2021. This growth in pet ownership reflects changing societal attitudes towards pets, with more people viewing them as family members. Accordingly, the MOA elevated the Pet Management Division to operate under the Department of Animal Welfare from Department of Animal Industry to regulate and oversee pet food management. This includes regulating the production, labeling, and distribution of pet food to ensure it meets established standards and is safe for consumption by pets.

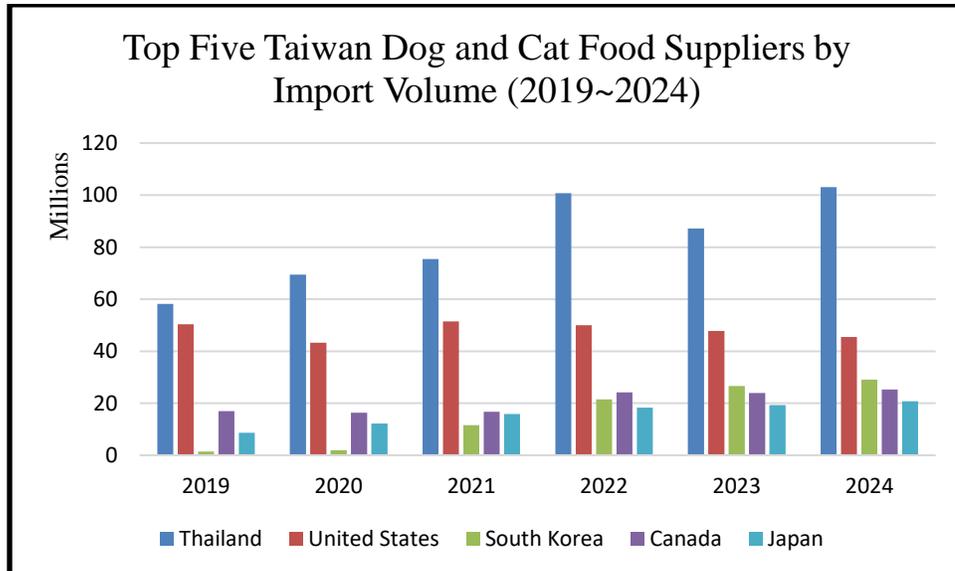
According to the MOA's [Pet Food Declaration Network](#), pet food, based on its characteristics, can be grouped into dry food, semi-moist food, canned food, fresh food, frozen food, treats, dental chews, and supplementary food. Among these, dental chews and supplementary food are considered health products, designed for health benefits. Dog food is primarily sold in dry form, while cat food is mainly dry and canned food. The market share for dog and cat food is 56 and 44 percent, respectively, which closely aligns with the pet ownership statistics reported in recent years.

Note 1: Data source: Taiwan Institute of Economic Research

Note 2: The pet industry encompasses a wide range of activities, including the breeding of various pets such as dogs, cats, aquatic animals, birds, amphibians, reptiles, and insects. It also includes related sectors such as pet food, supplies, medical care, health care, and services. However, due to the predominance of cats and dogs as pets, data on other types of pets is relatively limited. Consequently, this analysis in this report will primarily focus on the cat and dog market.

Import and Export

According to statistics from MOA, approximately 70 percent of the pet food market for cats and dogs consists of imported products, with the remaining 30 percent being domestically produced. The proportion of imported pet health and supplement products is even higher, reaching 80 percent. In 2024, Taiwan imported a record high of \$276 million worth of dog and cat food, reflecting the growing trend of pet ownership and the increasing demand for pet food products in the market.



Source: Trade Data Monitor LLC

Thailand has established a significant presence in the pet food market in Taiwan, with a total export value reaching \$100 million, by leveraging its robust manufacturing capabilities and strategic trade relationships. As the largest pet food supplier to Taiwan, holding a 37.2 percent market share, Thai pet food products are renowned for their diverse range and competitive pricing, which have contributed to their dominance in the Taiwanese market. Thailand's geographic proximity to Taiwan facilitates efficient logistics and supply chain management, further enhancing its market position. Consequently, Thai pet food companies have become the preferred original equipment manufacturer (OEM) suppliers for many international brands, including numerous U.S. companies.

U.S. is the second largest pet food supplier to Taiwan. American pet food brands are highly regarded for their stringent safety standards and premium ingredients, which resonate with Taiwanese consumers who prioritize their pets' health and well-being. This market expansion is further bolstered by strategic partnerships between U.S. companies and local importers, as well as support from USDA's Market Access Program (MAP) funding. Consequently, U.S. pet food products have established a strong presence in Taiwan, capturing a substantial share of the market and continuing to expand their reach.

However, this growth is met with strong competition from other supplying countries, particularly Thailand, which poses a significant challenge with its competitive pricing and diverse product range. Additionally, quarantine delays further impede the timely export of U.S. pet food products. U.S. pet food importers have reported challenges related to Highly Pathogenic Avian Influenza (HPAI) and delayed APHIS approval for U.S. dog and cat food manufacturing plants for exports to Taiwan.

South Korea's pet food exports to Taiwan have seen a notable increase, primarily due to the renowned pet food brand Royal Canin shifting its production to South Korea. This strategic move has bolstered South Korea's position in the pet food market, allowing it to leverage Royal Canin's established reputation for high-quality products, and consequently contributing to the overall growth and diversification of the market.

Canada is currently the fourth largest pet food supplier to Taiwan. Canadian pet food brands emphasize the use of high-quality, natural ingredients, free from artificial additives and preservatives to carve out a significant niche in the Taiwanese market and a loyal customer base.

There are an increasing number of small local pet food manufacturers trying to make a living with specialty pet food products and treats. In addition, pet shops selling a single or a few premium brands with accommodation and grooming services are seen in big cities. Pet food sold in these shops is usually produced or imported by the owners, or private label products supplied by other manufacturers.

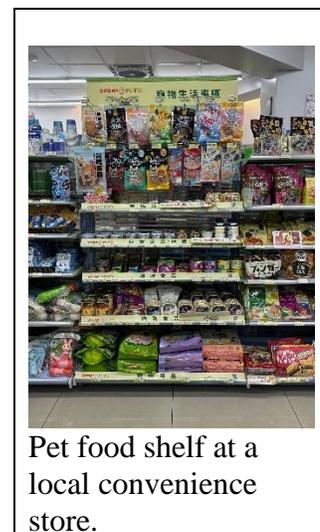
Taiwan's pet food export value has been increasing annually, reaching approximately \$20 million in 2024. The primary export markets include Hong Kong, the United States, South Korea, and Malaysia, with most exports consisting of low-cost products.

Distribution Channels

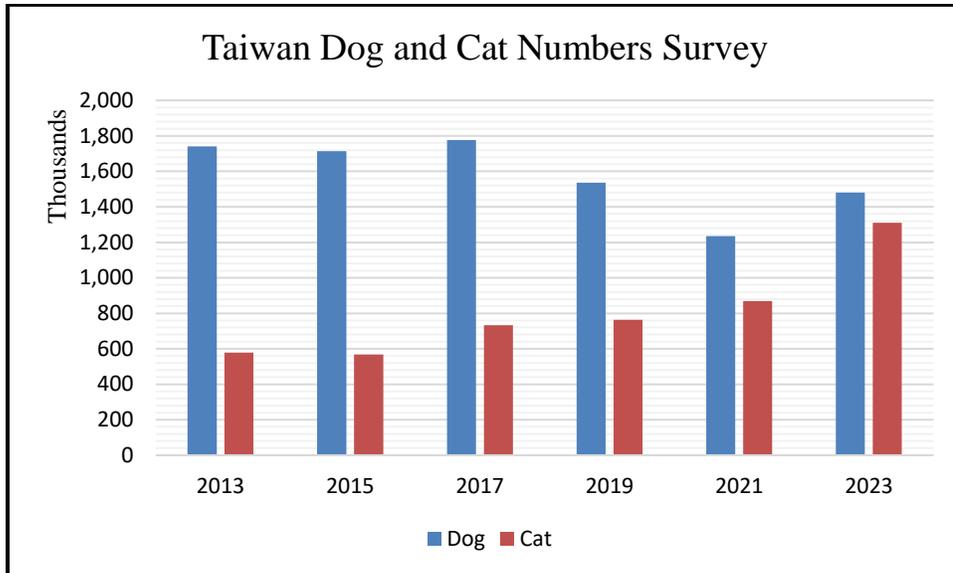
According to [LnData](#)'s analysis of over 30 million invoices, the primary channels for purchasing pet-related products in 2022 were comprehensive e-commerce platforms, which accounted for approximately 41.6 percent of total spending. This was followed by pet wholesale and specialty stores (29.4 percent), traditional wholesale and supermarkets (17.3 percent), and direct brand sales (7.1 percent). This data indicates that e-commerce is gradually becoming the mainstream sales channel for pet supplies³. A significant factor driving this trend may be the free delivery of large and heavy packs of pet food and appliances, which makes online ordering particularly convenient for pet owners.

As the pet market expands, convenience stores and delivery platforms are also entering the competition. According to Taiwan pet food importers, pet food sales in convenience stores remains relatively small, with limited growth potential. This is primarily due to the high slotting fees, which result in narrow profit margins.

In recent years, major cities across Taiwan have been hosting pet exhibitions targeted at consumers. In 2025, it is expected that there will be 35 pet exhibitions held nationwide. These exhibitions showcase a variety of pet foods and supplies, offering significant discounts. Consumers often take the opportunity to purchase large quantities of supplies during their visits. According to unofficial statistics from pet food importers, the total sales from these trade shows could account for up to 10 percent of the total revenue of the pet industry.



Note 3: Source: [The "Fur" Economy Takes Off!](#) Permission was granted by LnData to reference data from the report.



Source: Ministry of Agriculture

Taiwan's Pet Ownership Trends

Taiwan's pet population in 2023 included 1.48 million dogs and 1.31 million cats, reflecting significant increases from the last survey conducted two years ago. This growth in pet ownership highlights changing societal attitudes, with more people viewing pets as family members.

- **Increased Pet Ownership during COVID-19 Pandemic:** The pandemic led to a rise in pet ownership as people sought companionship during isolation, boosting demand for pet products and services.
- **Aging Population and Low Birth Rates:** The increase in single and elderly populations has contributed to the growth of the pet industry, as pets are seen as companions that improve mental health and quality of life. This demographic shift has created a stable and growing market for pet products and services.
- **Urbanization Impact:** The rise in cat ownership is closely linked to urban living, as cats are more suitable for apartment environments compared to dogs. Taiwan's high population density and prevalence of apartment living make cats a more practical choice for many residents.
- **Spending Trends:** Cat owners tend to spend more on their pets compared to dog owners. This trend indicates a willingness among cat owners to invest in products that enhance their pets' quality of life. Despite Taiwan's dog-to-cat ratio being approximately 53 percent to 47 percent, some importers reported that their cat and dog food sales are evenly split, with many cat lovers also purchasing cat food to feed stray cats.

- **Demographics:** Women, especially those aged 25-34, are the primary consumers in the pet market, while men aged 25-44 have higher average spending⁴.

Note 4: Source: [The "Fur" Economy Takes Off!](#) Permission was granted by LnData to reference data from the report.

Opportunities in Taiwan

The advantage for U.S. pet food brands is that consumers view them as being high-quality, offsetting their higher prices. Long-term prospects for U.S. dog and cat food exports to Taiwan will see tightening competition specifically from Thailand. There are specific segments of the Taiwan pet food industry where U.S. suppliers could make the most impact, including:

- **Aging Pets and Specialty Care:** The growing segments of the Taiwan dog and cat food market include food products for aging pets, food with specialized nutrition, formulas with specific dietary needs, and food for preventive health care (such as anti-diarrhea, anti-constipation, and eliminating certain protein sources to prevent allergies). Pet owners for this demographic tend to be higher educated with corresponding disposable income. These groups are internet savvy with (potentially) time and education to research and understand health claims for their furry family members. According to ATO Taipei's market survey, pet foods with special diet control occupy over 25 percent of shelf space in pet stores and listings on e-commerce websites.



Ginseng for Pets: Boosting Energy and Vitality with Baumann Wisconsin Ginseng

- **Cats:** The number of pet cats in metropolises is on the rise and is likely to surpass the number of dogs within a decade. Residents of big cities generally have higher disposable incomes, and as a result, sales of cat treat in these areas have seen the highest growth in the past few years.

- **Smaller Dogs:** Apartment living and busy lifestyles see increasing pet owners seeking smaller dog breeds. Popular social media accounts and influencers include “cute” small dogs, especially for young women. This realizes a demand for smaller-sized packaging, even at a price premium. According to Euromonitor, Taiwan pet consumers may seek out small packaging for perceived freshness. Also, pet owners are “more willing to buy a premium product if it comes in a smaller-sized package.” While not every pet owner may purchase premium products regularly, many purchase from time to time as a special treat.
- **Treats:** Pet treats and canned food are among the fastest-growing segments in pet retail stores. Taiwan importers have indicated that the recent growth in pet food imports can be attributed mainly to pet treats and pouches. Shelf space for pet treats has expanded significantly in both specialty pet stores and regular retail stores.
- **Other small pets:** In addition to dogs and cats, the demand for feed for small mammals, birds, and reptiles is also on an upward trend. Smaller animals are easier to take care of and do not require much attention, contributing to this increased demand.
- **Sustainability Initiatives:** Adopting sustainable practices and developing eco-friendly products can significantly benefit suppliers by appealing to environmentally conscious consumers. This includes using sustainable ingredients, reducing packaging waste, and promoting recycling. By aligning with these values, suppliers can enhance their brand reputation, attract a growing market segment, and potentially increase sales.

U.S. Pet Food Exports to Taiwan – Requirements

In October 2018, Taiwan authorities opened the market for dog and cat food from the United States by formally recognizing the U.S. system for approving pet food facilities. Facilities no longer must be inspected by Taiwan regulatory authorities as a condition for export. APHIS is now allowed to inspect and approve any facilities. Companies interested in exporting pet food to Taiwan should contact their local [APHIS Veterinary Services](#) center to seek export approval.

The Taiwan government has strict regulations on pet food. For related pet food safety, nutrition and labeling regulations, please refer to the [Taiwan FAIRS Country Report](#).

Conclusion

Overall, the rise in pet ownership has resulted in a strong rise in pet food exports to the market. Exports are expected to continue rising in the near term as pet ownership increases and Taiwanese pet owners become more educated about nutrition and the benefits of commercial pet food.

Small-to-medium sized U.S. pet food exporters (or potential exporters) can work with the appropriate [U.S. State Regional Trade Group \(SRTG\)](#) to take advantage of the SRTG's resources for marketing and promotion support in Taiwan. Also, the [Pet Food Institute](#) is active in the Taiwan market and a frequent partner for ATO Taipei in promotional events.

Additionally, new-to-the-market suppliers may contact ATO office for free match-making services providing to companies interested in Taiwan market. Anyone interested in learning more about the Taiwan market or ATO Taipei efforts should email ATOTaipei@USDA.gov.

For more information, please feel free to contact:

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Attachments:

No Attachments.