

# Dog Food in Taiwan

April 2024

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## Dog Food in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Shift towards freeze-dried ingredients boosts value growth in dry dog food  
Integration of probiotics in dog food continues to attract the attention of consumers  
Trustworthy brands and professional sales advice increasingly important

#### PROSPECTS AND OPPORTUNITIES

Rising consciousness of pet health supports growth in online subscription services  
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