

PET CARE

in Vietnam



July 2019 micro report

Content.

In recent years, the quantity and quality of pet ownership in Vietnam has increased, driven by a pet social phenomenon, observed in developed countries called 'pet humanization'. It raises the status of a 'pet' from a pragmatic position in the household into becoming a family member, which evolves many opportunities for pet products & services to develop.

It's the time for studying different offerings catered specifically towards pet owners who're seeking the best for their animal companions. INTAGE investigates to bring to readers the latest study "**Pet Care in Vietnam**" as a unique pet-owner-focused source for identifying & understanding their habits & behaviors, which's attracting the attention of both manufacturers, brands & pet care professionals.

PET OWNERSHIP

23%

PEOPLE ARE PET OWNER

19%



own at least a dog

15%



own at least a cat

10%



own at least a fish

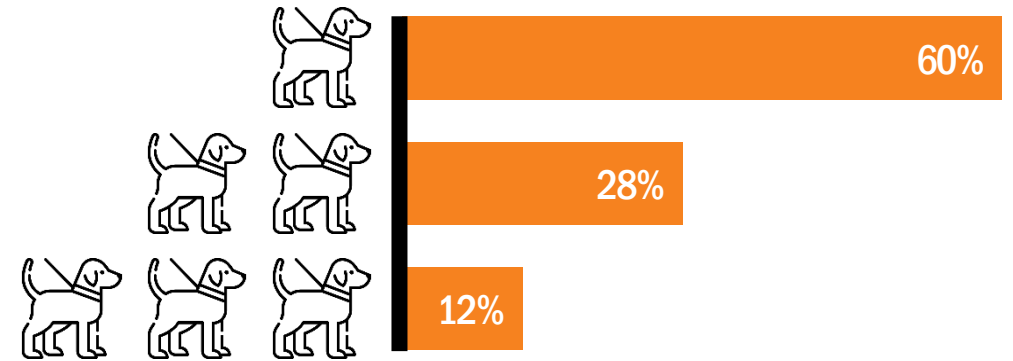
7%



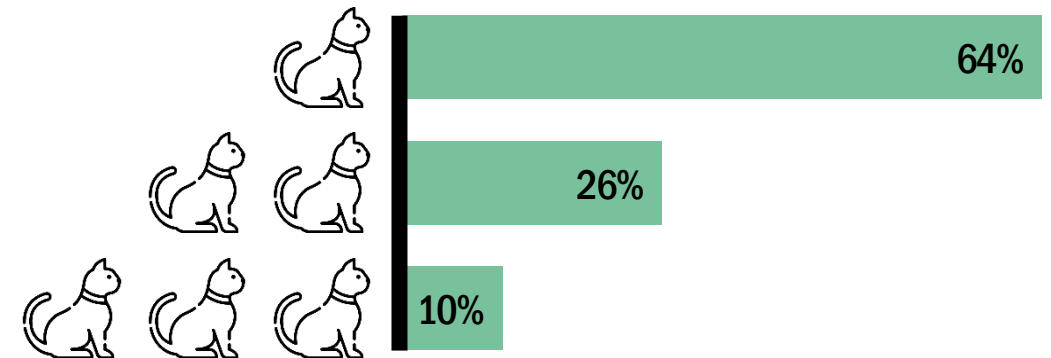
own at least a bird

Pet ownership is on the rise across the country. It's no surprise that human's best friends - the cats & dogs - are the most loved household pets. The majority of cat & dog owners have just one furry friend in the house (60-64%).

How many dogs do they have?



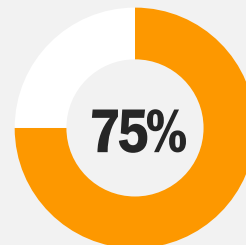
How many cats do they have?



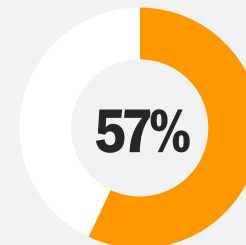
LIFE WITH PETS



HEALTH CARE



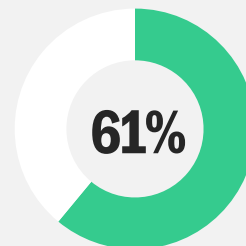
Taking pets to the Vet for scheduled vaccination



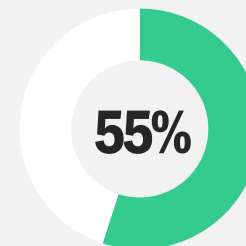
Taking pets to the Vet for medical examination



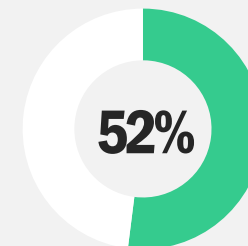
SHOPPING



Purchase pet supplies (bed, bowl, trimmer, dryer, ...)



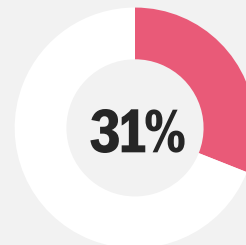
Purchase pet clothes, shoes & other accessories



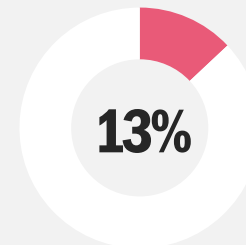
Purchase pet toys (stuffed animals, balls, flyers, ...)



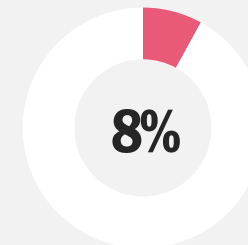
ENTERTAINING



Taking pets to the Spa/ Pet Salon for bathing or grooming



Bringing dogs/cats to school or training center



Bringing dogs/cats to the Pet Hotel when not being at home

HOW THEY FEED THEIR PETS?



Packed/ processed food only

(dried kibble, canned food, pate, nutrition gel, ...)

14%

Nutritional content/ taste



Cost



Homemade food only

(using fresh ingredients: rice, meat, vegetables, ...)

29%

Nutritional content/ taste



Cost



Combination of

Packed/Processed food & Homemade food

48%

Nutritional content/ taste



Cost



Left-over only

(the left dishes from family's meals)

9%

Nutritional content/ taste



Cost



DRY PET FOOD

46% buy weekly

36% buy monthly



is the most common item which's preferred & purchased by pet owners

SNACKS



33% buy weekly

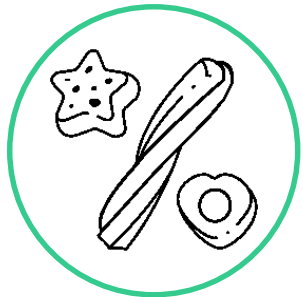
30% buy monthly

including yoghurt, cheese, chewy snacks, calcium bone, sausage, ...

NUTRITIONAL SUPPLEMENTS

Our survey also reveals an interesting fact about the increasing demand for pet nutritional supplements and its high purchase frequency.

PET TREATS



38% pet owners buy treats weekly &

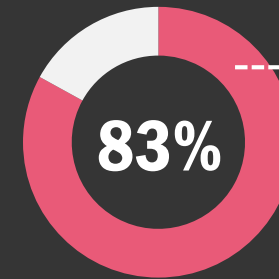
24% prefer to buy it monthly

WET PET FOOD



only **28%** pet owners buy wet food weekly

while **45%** prefer to buy it monthly



83%



Strongly confirm

that they also buy nutritional milk, powder, gel, vitamin ... for their pets



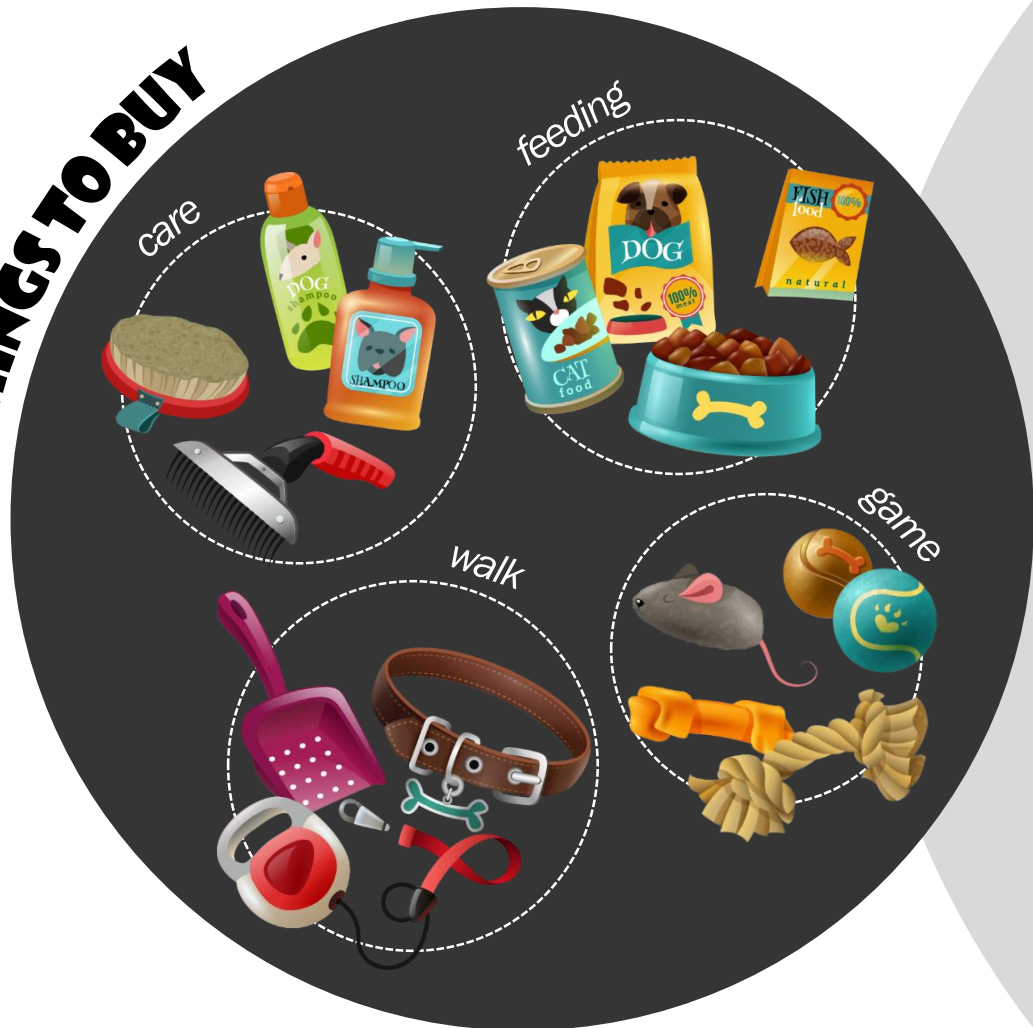
30% buy weekly

27% buy monthly

SHOPPING FOR PETS

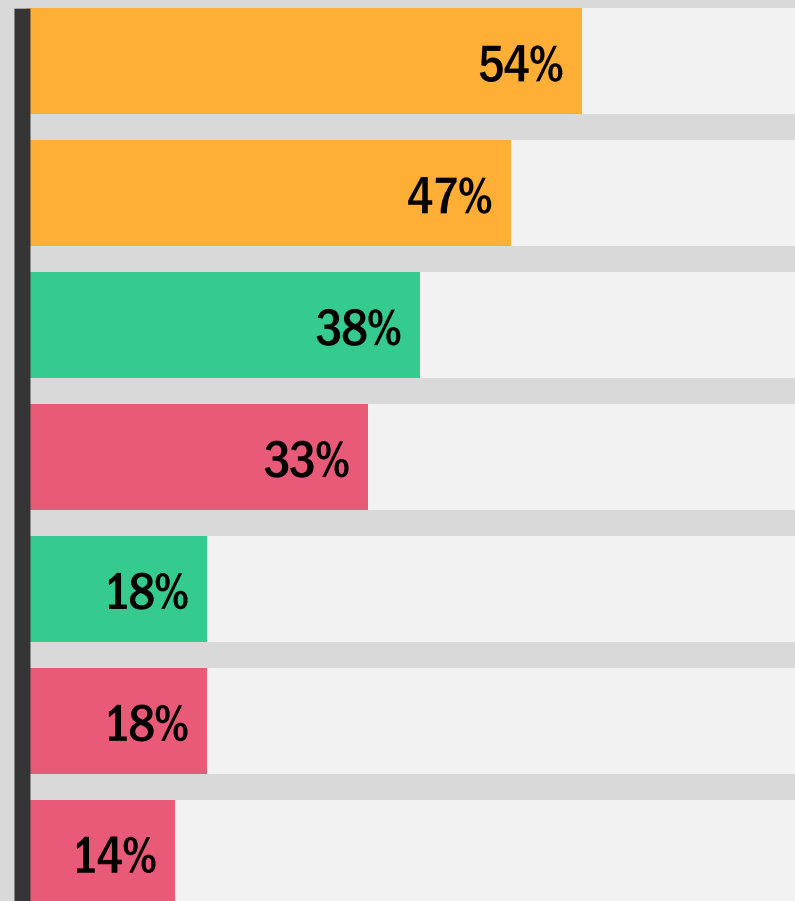
WHERE TO BUY

THINGS TO BUY

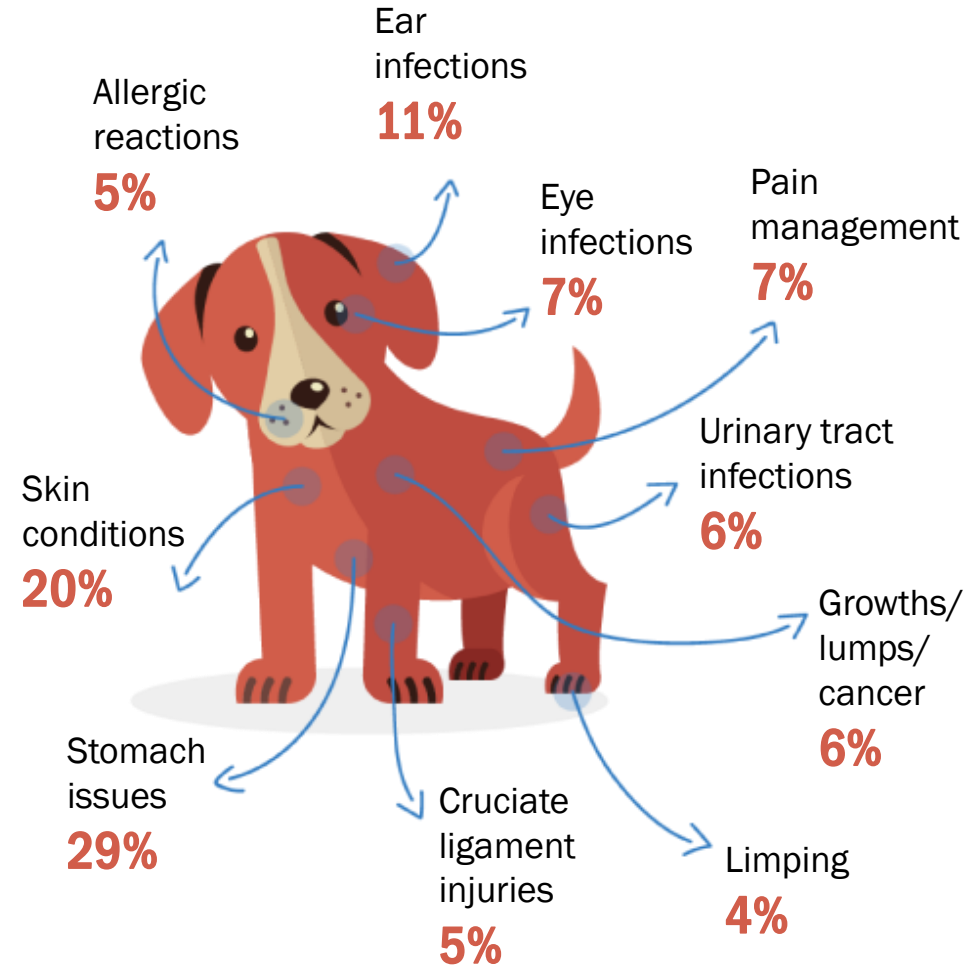
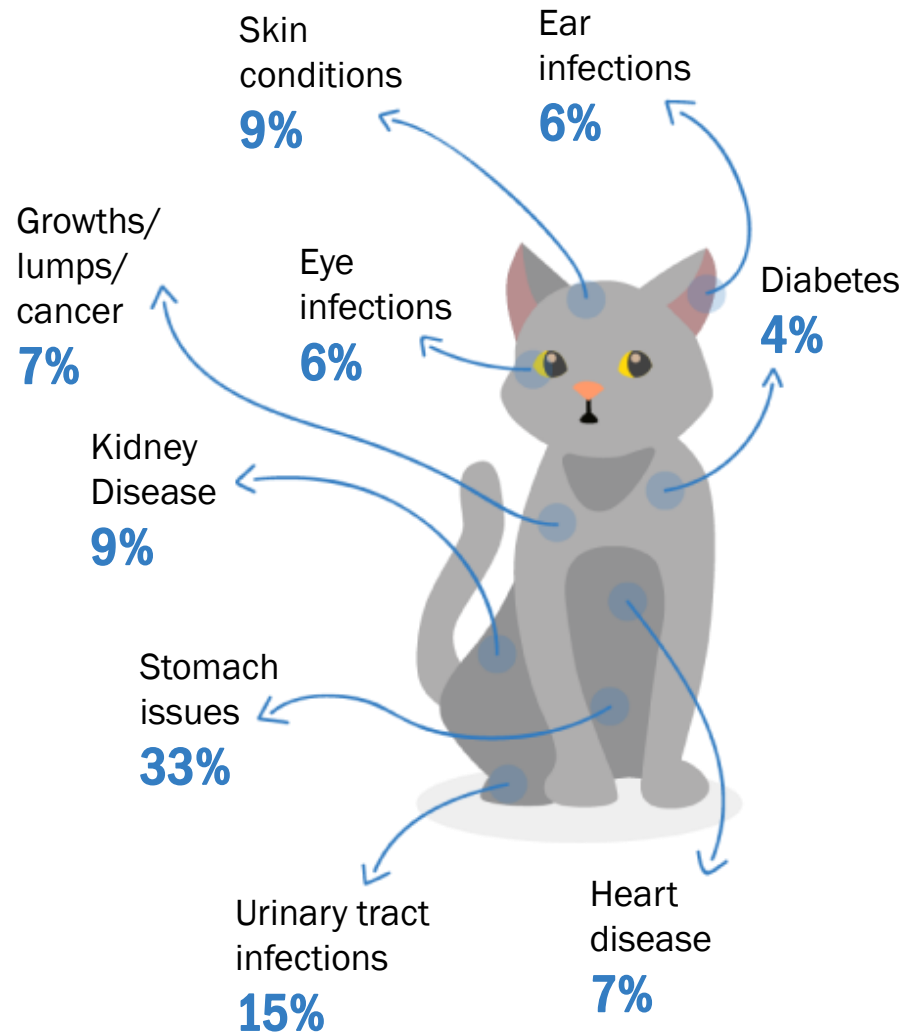


■ Specialty channels
 ■ Online channels
 ■ Modern trade channels

- Small pet shops/ Street vendors
- Big pet shops/ pet marts/ branded chains
- E-commerce sites (Shopee, Tiki, Lazada, ...)
- Supermarket/ Hypermarket
- Social networksites (Facebook, Instagram)
- Convenience store 24/7 (Circle K, B'smart, ...)
- Low-cost shops/ variety stores (Miniso, Daiso, ...)



COMMON PET HEALTH ISSUES

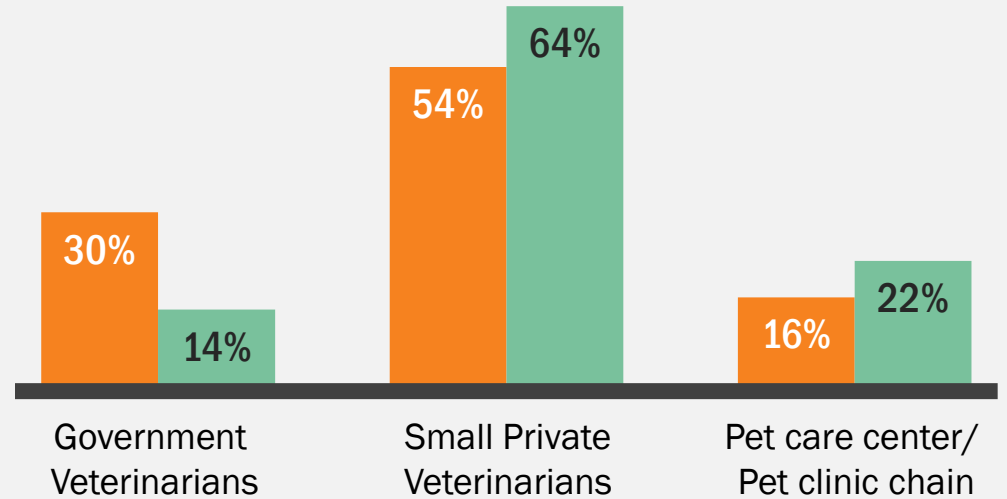




WHERE TO SOLVE HEALTH ISSUES?



FOR MEDICAL TREATMENT

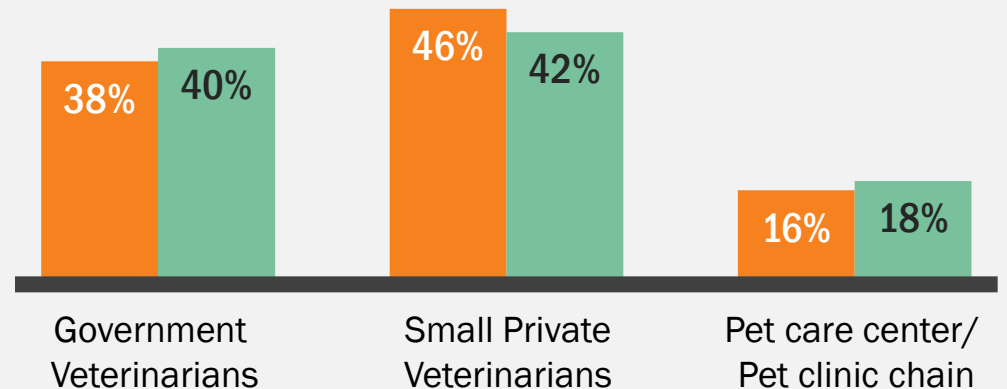


Based on 110 pet owners in 4 key cities who've used pet medical treatment services

■ Dog owner ■ Cat owner



FOR VACCINATION



Based on 145 pet owners in 4 key cities who've habit of getting their pets vaccinated

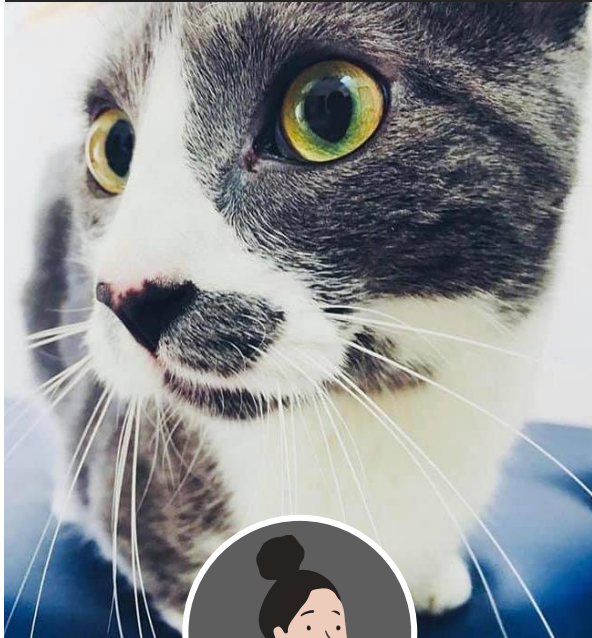
MEET SOME PET OWNERS

& see how they take care of
their four-paw babies' health



HOW THEY MET EACH OTHERS

PABLO



Ms. Hang - Cat owner

"I took my cat on a street. He looked so poor at that time. Honestly, I was very much concern if he had any disease, so I took him to the Vet within one week after I took him home"

TONY



Ms. Ngan - Dog owner

"He was a stray dog living nearby a drugstore when I first saw him. At that time, I didn't know how old he was. Then I took him to a Vet for health check and vaccinating him."

MARSUPILAMI



Ms. Trang - Dog owner

"His previous owner went abroad, so I bought him from with very low price. I also promised with the owner that I would take care of him very well."

BÔNG



Ms. Anh - Dog owner

"I bought him from a pet shop when he was under 3 months old. And now he has been living with my family for over 1 year."

THE PET OWNERS JOURNEY

OF SELECTING A VET



[SEARCH] Investigate online to look for a good-profiled Vet

Good-profiled mean:

- Has some successful cases in serious disease treatment
- No bad feedback as “making Pet be pain”, “making Pet feels scary”, or “maintain the disease”.



[VISIT] Bring pets to the Vet for advice and treatment

How Vet gives advices: Majority of decisions will be according to Vet but they will not mention the medicine or vaccine name. They just ask “Do you want a high quality product or a standard one?”



[REVIEW] Evaluate the Vet after experiencing its service

What to evaluate:

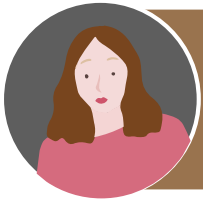
- Does the Vet have good skill?
- Does the Vet use the same treatment for all the disease (always insert Parasiticides)?

BUT DO THEY ALWAYS NEED VETS?



From Pet Owner perception, Vet is not always a good choice since they think Vet tries to get their money, and trying to sales as much medicines as possible, even sometimes it doesn't really need.

Anh



I learnt that it is able to use baby medicine or milk for the Pet. For simple disease, I buy medicine for them.

Ngan



I don't like the Vet because some will keep the disease long (nuôi bệnh) to get money from pet owners.

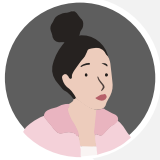
Trang



The Vet always does some practices as Injection (nutrition provide) or using antibiotics. I don't think it is necessary to inject nutrition and don't want my pet uses so much antibiotics.

HEALTHY PET HEALTHY OWNER



Beside being very carefully & considerable in selecting vets, most pet owners nowadays equip themselves with full knowledge about taking care of pet health. They especially remember & strictly follow the vaccination schedule.



Hang

I bring him to the vet right after taking him home. I know that the first thing to do with a stray cat is vaccinating, to protect both him & my family.

Dog Vaccination Schedule

6-8 weeks	RECOMMENDED: Distemper, Measles, Parainfluenza	OPTIONAL: Bordatella	
10-12 weeks	RECOMMENDED: DHPP (vaccines for Adenovirus [hepatitis], Distemper, Parainfluenza, & Parvovirus)	OPTIONAL: Leptospirosis, Bordatella, Lyme Disease	
12-24 weeks	RECOMMENDED: Rabies	OPTIONAL: None	
14-16 weeks	RECOMMENDED: DHPP	OPTIONAL: Leptospirosis, Lyme Disease	
12-16 months	RECOMMENDED: DHPP, Rabies	OPTIONAL: Leptospirosis, Bordatella, Lyme Disease	
ev. 1-2 years	RECOMMENDED: DHPP	OPTIONAL: Leptospirosis, Bordatella, Lyme Disease	
ev. 1-3 years	RECOMMENDED: Rabies (as required by law)	OPTIONAL: None	

Cat Vaccination Schedule



6-7 weeks

VACCINATION:
Combination Vaccine

10 weeks

VACCINATION:
Combination Vaccine
Chlamydomphila (Pneumonitis)

12 weeks

VACCINATION:
Rabies

13 weeks

VACCINATION:
Combination Vaccine
Chlamydomphila (Pneumonitis)
Feline Leukemia (FeLV)

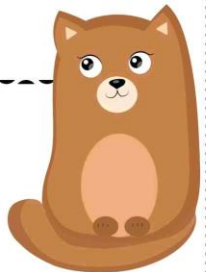
16&19 weeks

VACCINATION:
Combination Vaccine
FeLV

Adult

(Boosters)

VACCINATION:
Combination Vaccine
Chlamydomphila (Pneumonitis)
FeLV
Rabies



DO THE PET OWNERS AWARE OF THE VACCINE BRANDS?

Although investigating much on pet health knowledge, most pet owners don't really well aware of the different vaccine brands. They always choose the best option among suggestions from the Vet/ Pet clinic.



Anh

I can not remember any brand name. Can you show me the logo, so I may recognize!



Ngan

The Yellow Color is high quality product. The Blue is cheaper product (dỏm)!



Trang

I remember the logo has Yellow and Black color, but I don't remember the name.

The main source of awareness:

- From the Vaccination Checkbook
- From online community, especially on social network groups

PET CARE TRENDS

Health & Wellness is paramount to success in pet innovation, and pet trends are also closely following human ones.

#1. SMARTER PET OWNERS

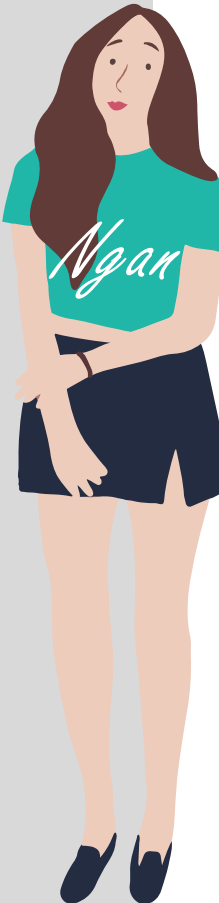
- Pet medicine & supplements become more popular and easy to buy.
- Pet owners are more knowledgeable about pet medicine, understand the functions of each medicine type, and the quality/ value of each brand.

#2. MOBILITY PET CARE SERVICE

- More competition in Pet Clinic/ Vets, so they need to offer more new services, especially pet carriage.
- Transportation service needs to consider pets as their future customers.



“As I know in some foreign countries, pet owners are very sensitive in selecting medicine & treatment. They actively search information on internet & discuss with Vet before choosing the final solution for their pet.”



“Carrying the pet to clinic is very difficult due to the rejection of Taxi driver. There’s still some mobility Vet, but it’s not many, they are not not skillful as well”



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