

China's Pet

Economy

2025





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About our methodologies

We scraped and analyzed millions of Chinese social media posts about pets to understand how **owner-pet relationships are evolving** and how these shifts are reshaping consumer spending. Our analysis revealed the most discussed pet types, common activities shared with them, and preferred brands. To deepen our insights, in addition to **social media listening**, we also conducted **in-depth interviews**, and a **focus group with pet owners**.

Social listening analysis



Over 55 million posts analyzed



40 top brands included



3 social media platforms analyzed



Douyin
36%



Weibo
57%



RedNote
7%

Consumer interviews and focus groups



In-depth interviews with Chinese pet owners



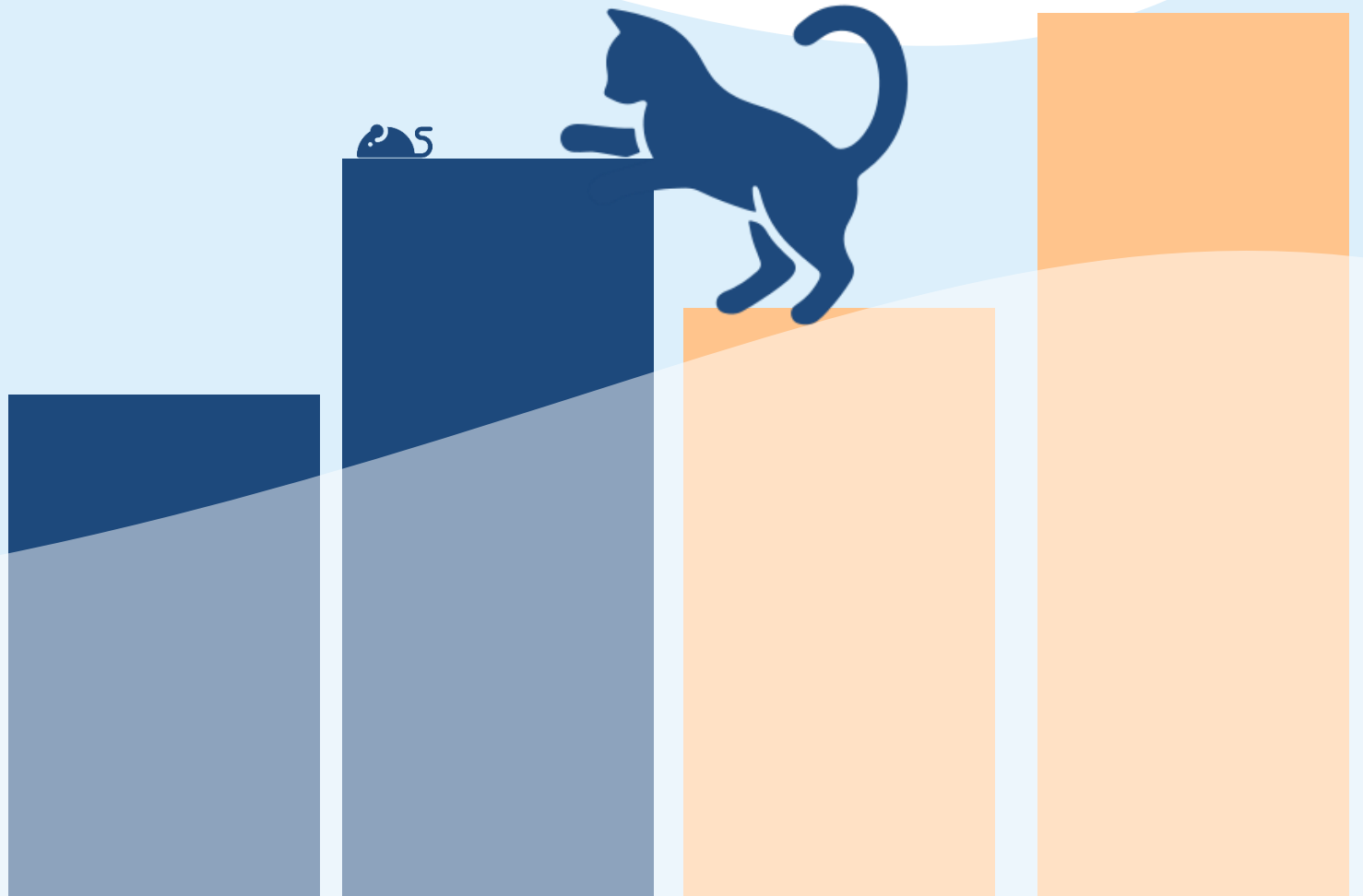
Focus group with fur parents

Topics covered:

- Pet-raising background
- Generational differences witnessed in pet care
- Perceptions of pets, brands, and broader environment
- Consumption experiences

1

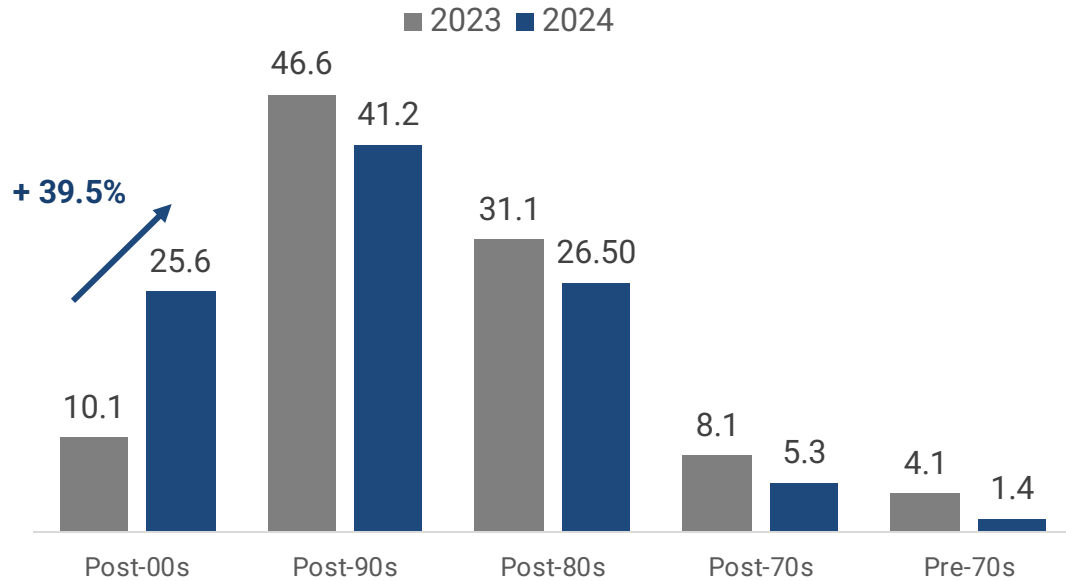
Overview of China's pet market & spending trends



In China, pets are increasingly seen as family members

Chinese pet owners' relationships with their animals are evolving. Pets are now increasingly seen as family members, lifestyle companions, or even alternatives to children.

Age distribution of Chinese pet owners (%)



Data source: Paidu Pet Industry Big Data, 2025 China Pet Industry White Paper

The majority of pet owners in China are between **25 and 35 years old (born post-90s and post-00s)**. Their interest in pets reflects a broader societal trend of delayed or abandoned parenthood. In 2023, around 6 million dogs or cats were adopted, which is **two-thirds of the number of babies born**.

Those born in the 2000's are emerging as a **key growth driver** of the pet market, showing a **39.5%** increase in pet ownership distribution in 2024.

Sources: Gongbao Pet, Dongguan Securities, Wenhuiabao

Perception of pets then

- In previous decades, pets were often seen as **utilitarian**: dogs for guarding homes and cats for catching pests, and were often **not allowed in the home**.
- Later, adopting a pet simply meant **keeping it, feeding it, without training it or doing activities together**. Many families still kept their dogs outdoors.

Perception of pets now

- The new generations view pets as companions, treating them as **family members**.
- Today's relationships emphasize **emotional bonding, mutual comfort**, giving increasing importance to pet's personality and mental health.

When I'm cooking, I'll hand-feed my dog little bites of safe, fresh foods. It's our little ritual, and it makes me feel like **we're sharing more than just meals**.

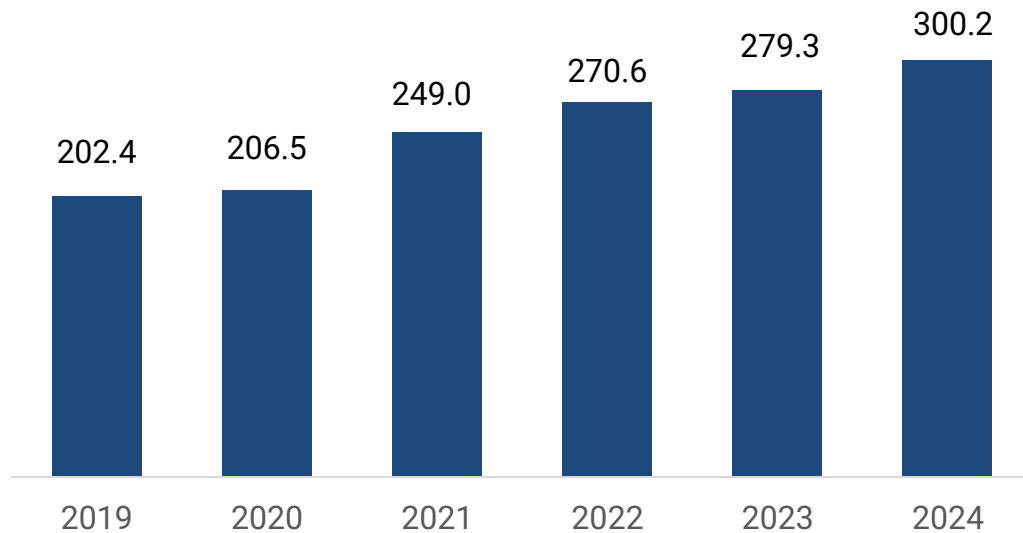


- Dog owner who is into fitness

Pet pampering is the future of China's pet market as spending per pet rises rapidly

The pet market is growing faster than the number of pets in China, meaning the spending per pet is increasing. From 2023 to 2024, the number of cats owned went up by 1.6% and dogs by 2.5%, while the overall market grew by 7.5%. While food is a major part of pet spending, it is expanding into a wide variety of products and services, such as supplies, medical care, and entertainment.

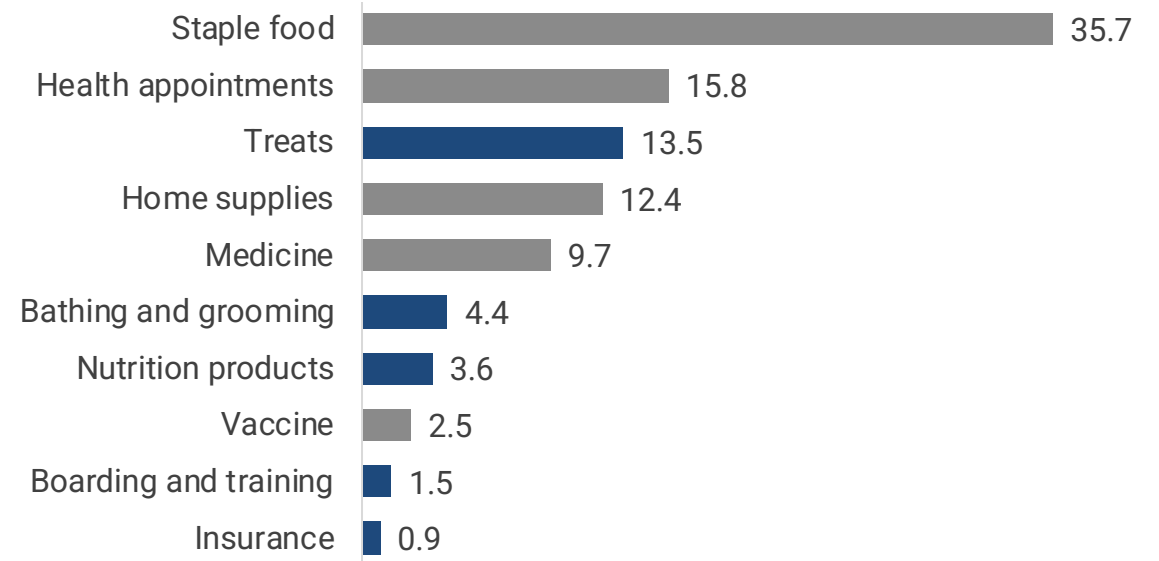
China's urban dog and cat market size size from 2019 to 2024 (in RMB billion)



Data source: Paidu Pet Industry Big Data, 2025 China Pet Industry White Paper

In 2024, China's urban dog and market size was valued at **RMB 300 billion**, a 7.5% year-over-year growth. As more Chinese consumers raise pets and increase their spending per pet, the pet market is projected to grow significantly—and may even become the largest in the world.

Chinese pet market consumption breakdown in 2024 (%)



Data source: Paidu Pet Industry Big Data, 2025 China Pet Industry White Paper

Overall, most spendings is concentrated on **purchases typically considered essential**, such as food and health. Compared to last year, the food market share grew by 1.5%, while the health market share was reduced a little. Non-essential categories remain limited, but **treats** stand out as a notable exception, consistently capturing over **13%** of consumption and reflecting a growing interest in pet enjoyment and indulgence alongside basic care.

Pets redefine consumer demand in a range of industries

As pet owners increasingly involve their pets into their daily lives, pets are reshaping how industries reach and engage with consumers.

How pet discretionary spending is changing

1. Industry boundaries are blurring:

Pet spending now supports industries like tourism, fashion, and entertainment, not just the pet supply market.

2. Micro-segmentation has high potential:

The varied lifestyles of pet owners create opportunities for highly targeted offerings. Brands can tailor products for niche groups like small-breed dog owners in cities, cat owners who travel, or pet lovers who want luxury accessories.

3. Premium spending is driven by emotional value:

Owners are willing to pay more for products and services that reflect their love and bond with their pets.

4. Experience-based consumption is rising:

People increasingly seek activities they can enjoy with their pets, as opposed to products.



Travel

- Transportation fees
- Pet-friendly hotels
- Accessories



Photography

- Studio shoots
- Portraits
- Social media packages



Custom products

- Cat portraits
- Personalized bowls
- Albums
- Outfits



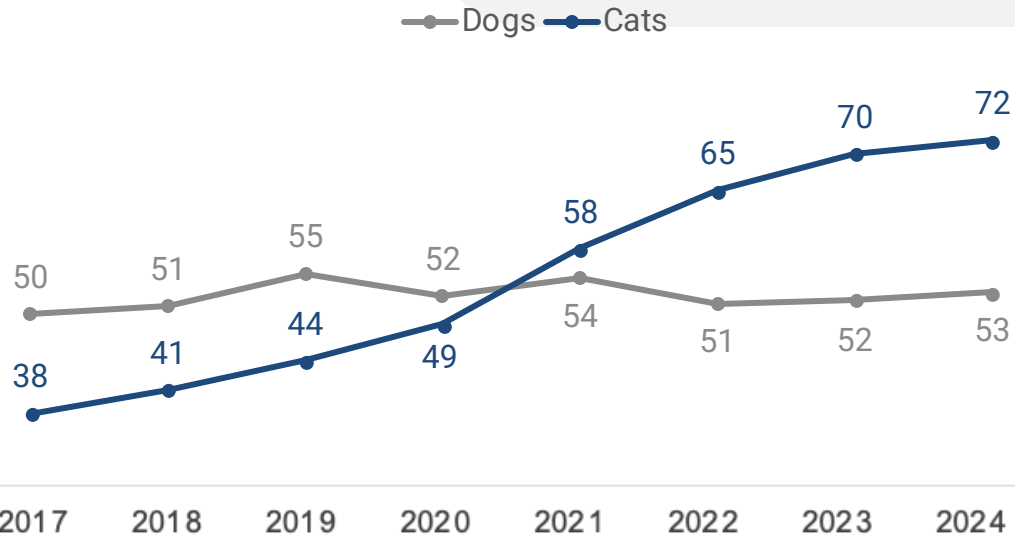
Images sources: RedNote @421029422 and @JYcrimi and Taobao

Cats have recently overtaken dogs in popularity, reversing a long-standing trend

A shift in lifestyle and urban living conditions has made cats a more practical and appealing choice for many Chinese pet owners.

Cats overtaking dogs in popularity

Number of domestic dogs and cats in China from 2017 to 2024 (in millions)



Data source: Paidu Pet Industry Big Data, 2025 China Pet Industry White Paper


In China, cats and dogs make up the **majority** of household pets. In 2020, cats overtook dogs in popularity, with cat ownership **growing rapidly** while dog ownership **remaining relatively flat**.

Cat ownership reflects post-COVID-19 lifestyle changes

From 2020 to 2022, cat ownership rose sharply as lockdowns and remote work reshaped life. In China's dense cities, cats were ideal companions: **low-maintenance, space-efficient, and emotionally comforting**. Even as the pandemic eased, interest in pet ownership—especially cats—remained strong, suggesting it has become a lasting part of everyday life.



Reasons netizens choose cats:

1. "Cats don't require excessive companionship." 
2. "Cats are cleaner than dogs."
3. "Cats can entertain themselves, and therefore are more home-bodied."
4. "Cats require less space", as Chinese apartments in big cities are often small.



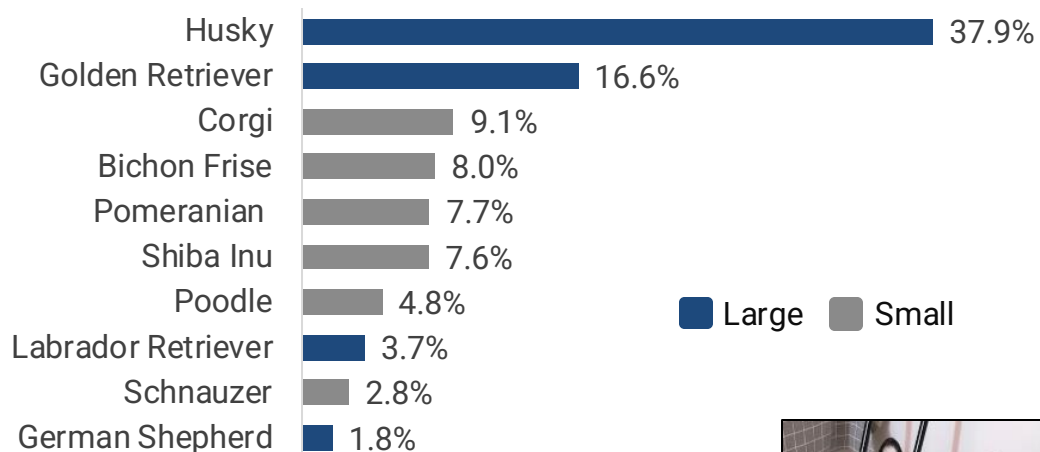
Source: Daxue Consulting, social listening analysis

Smart, large and furry animals are among the most frequently mentioned on social media

Social media data from RedNote, Douyin, and Weibo shows a clear favorites for 2025 with husky for dogs and ragdoll for cats.

Most popular dog breeds

Top ten dog breeds in China by mentions from April 2024 to April 2025 (%)



Data source: Daxue Consulting, Social listening analysis

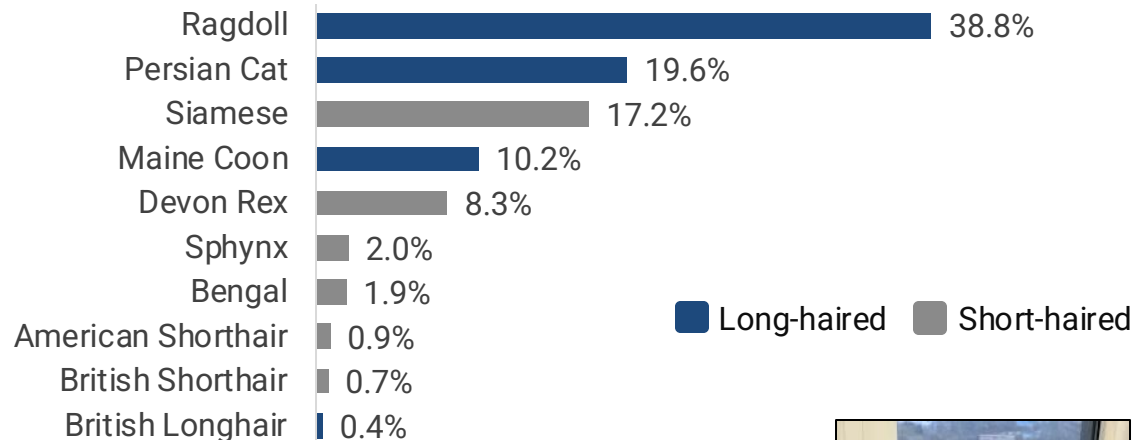
Huskies and Golden Retrievers are popular in China for their intelligence and friendly nature. However, smaller dogs are **generally more favored**—especially in urban areas. Their compact size makes them ideal for city living, and they are more affordable to raise, requiring less food, space, and exercise. Smaller breeds are also easier to manage, often highly trainable, and are seen as less aggressive or dangerous.



Images sources: RedNote @758218269, @11542174244

Most popular cat breeds

Top ten cat breeds in China by mentions from April 2024 to April 2025 (%)



Data source: Daxue Consulting, Social listening analysis

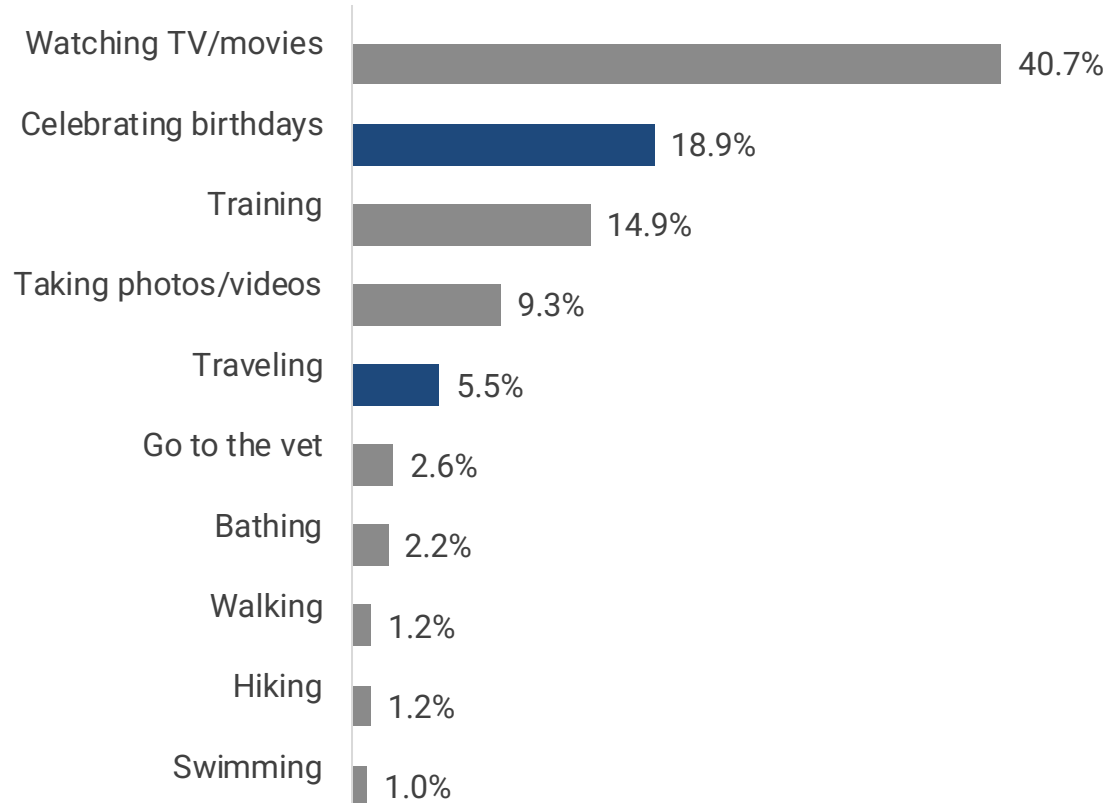
Long-haired cats dominate social media conversations, taking 68% of mentions. Netizens say they are favored for their elegant and luxurious appearance, as well as their soft, warm fur—especially comforting in winter. However, due to their high grooming needs and higher costs, more people are beginning to **prefer short-haired cats**, which are **easier to care for**. Although short-haired cats tend to shed more, this can be managed with regular grooming and supplements.



Dogs are taking part in more “human” daily activities and special occasions

From birthday parties to binge-watching TV, pet dogs in China are increasingly taking part in their owners’ daily lives. This reflects a rising emotional bond and growing demand for pet-focused services.

Top ten dog activities in China by number of mentions from April 2024 to April 2025 (%)



Data source: Daxue Consulting social listening

Special occasions with dogs

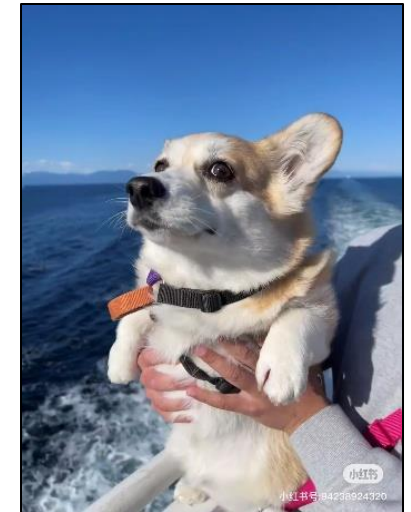


Celebrating dogs' birthdays (+41.5% YoY), including organizing parties, cakes, and gifts, has become a clear sign of pet humanization in China.

It also fuels demand for pet-friendly bakeries, accessories, and event services, expanding the pet economy.

Millions of “**pet travel**” mentions reflect owners’ desire to include pets in their leisure and holiday plans. This shift boosts demand for pet-friendly hotels, transport options, and travel gear.

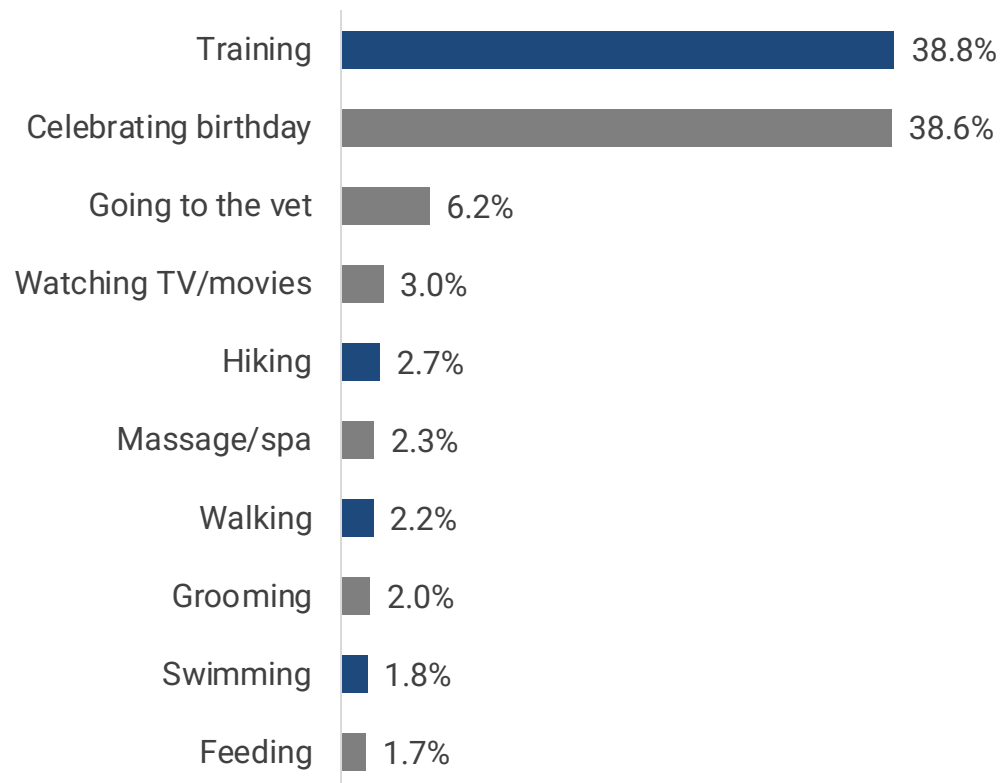
Traveling with pets is also becoming more convenient. By November 2024, Hainan Airlines transported over **10,000 pets in-cabin** across 27 major cities.



From cuddles to adventure, a growing minority of China's cat owners embrace active bonding

While cats are often seen as passive companions, a growing number of owners are engaging them in more active and interactive routines. From training and hiking to birthday celebrations, cat activities in China are quietly diversifying.

Top ten cat activities in China by mentions from April 2024 to April 2025 (%)



Data source: Daxue Consulting social listening

Images sources: RedNote @252609704 @9478632093

Cat activities revolve around wellness

Even though the number of cat owners is higher than dog owners in China, mentions on cat activities are much less numerous, as cats are **more passive animals**. For instance, travel is much less common, not even ranking among the top 10 activities.

However, many uncommon cat activities are growing, as consumers slowly start to enjoy doing active things with their cats.



The rise of **cat training** is a trendy topic in 2025, with **49.7% year-over-year increase**. In both serious and funny posts, netizens explain how to teach cat not to bite and have social interactions.

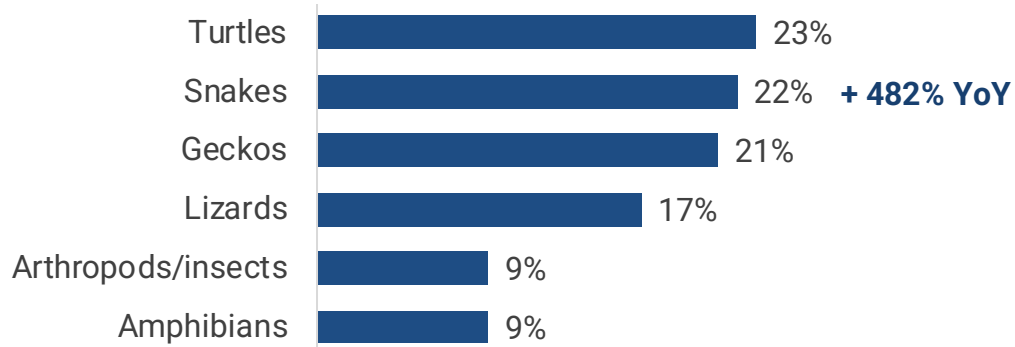
Activities like **hiking, walking, and even swimming**, traditionally associated more with dogs, are gaining quiet traction among cat owners. While cats are generally seen as passive animals, these activities suggest a niche but growing interest **in outdoors experiences**, often inspired by viral pet adventure content online.

Exotic pets is a popular way to express a unique and unconventional personal image

In 2025, mentions of snake adoption on Chinese social media jumped by 482%, driven by the symbolic appeal of the zodiac year. Young owners are increasingly drawn to snakes for their exotic look, low-maintenance care and perceived good fortune.

Most adopted reptiles

Top five reptiles bought in China in 2024 (%)



Data source: Paidu Pet Industry Big Data, 2025 China Pet Industry White Paper

Raising snakes is gaining popularity among young Chinese consumers due to their **symbolic luck and low-maintenance care**. Mentions of snake adoption jumped nearly six-fold, fueled by the Year of the Snake. The growing interest in snakes in recent years points to a lasting shift rather than a passing fad.

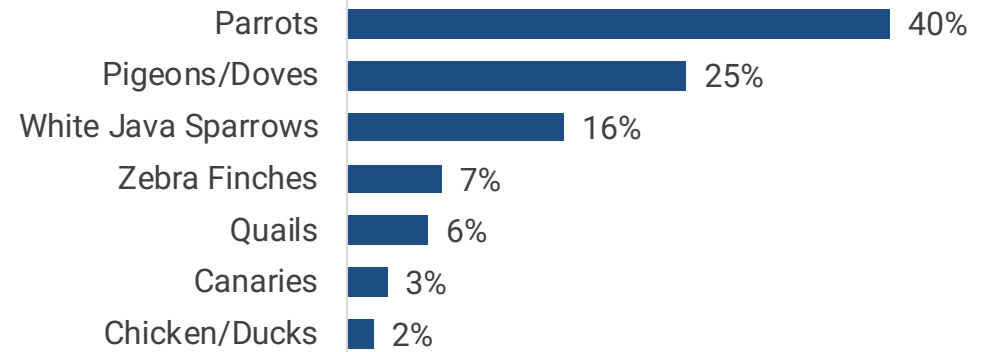
Furthermore, raising reptiles in general offers young Chinese consumers a way to project a unique, edgy and **unconventional personal image**. It reflects their individuality and nonconformity.



Image source: RedNote @42753538051, @508183120

Most adopted birds

Top five birds bought in China in 2024 (%)



Data source: Paidu Pet Industry Big Data, 2025 China Pet Industry White Paper

Parrots and **pigeons** are becoming popular among young Chinese urbanites who view pet ownership as an extension of personal identity. These birds offer more than companionship: they reflect traits like **creativity, intelligence and bold self-expression**.

Online videos featuring colorful, talkative, and playful birds have fueled their appeal, positioning exotic birds as stylish, attention-grabbing pets perfectly suited for those seeking to **stand out** in crowded city life.

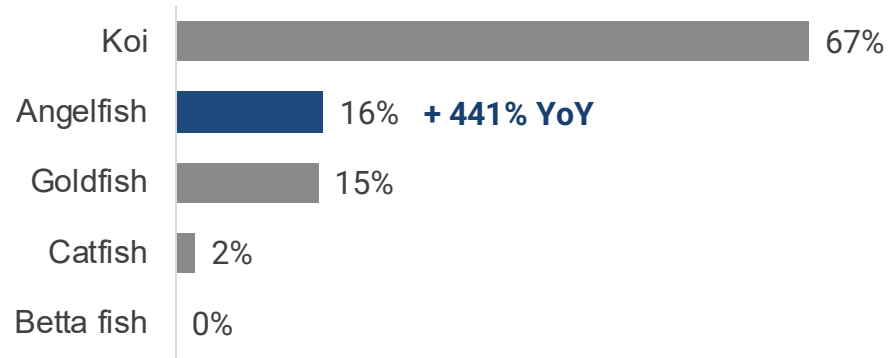


Exotic pets become lifestyle hobbies for collectors and creators

From angelfish admired for their diverse colors to hamsters styled in miniature settings, exotic pets are evolving into personal hobbies. For many Chinese owners, pet care now blends collecting, decorating, and content creation.

Most popular types of fish

Top five type of fish in China mentions from April 2024 to April 2025 (%)



Data source: Daxue Consulting, social listening analysis

With a **441% growth** in mentions in 2025, **angelfish** have gained popularity in China. Coming in many varieties and colors, they appeal to Chinese consumers' taste and interest in diversity, especially collectors.

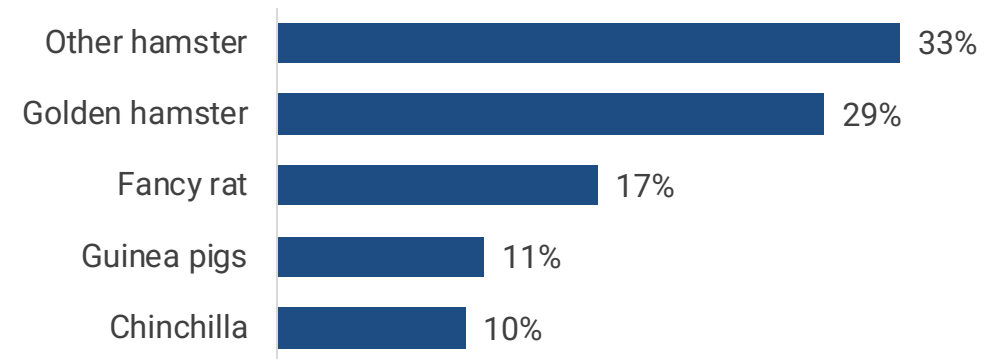
Koi still dominates mentions compared to last year, with a **13% year-over-year growth**. In Asia, they often represent **prosperity and good fortune** and are in garden ponds and luxury home settings due to their striking appearance.

Image source: RedNote @ 620167152, @3819852832, @549482384



Most adopted rodents

Top five rodents bought in China in 2024 (%)



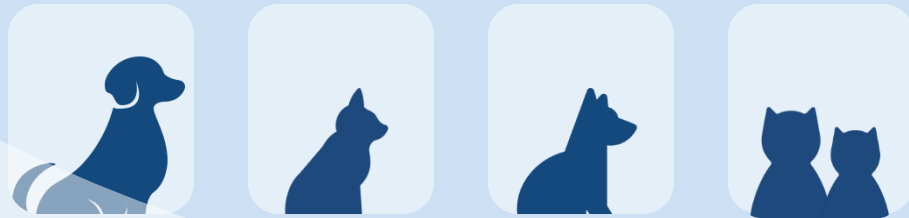
Data source: Paidu Pet Industry Big Data, 2025 China Pet Industry White Paper

Chinese owners treat rodents not just as simple pets but as tiny companions with routines resembling those of people. This includes **mock meals, bath scenes, and even staged domestic activities**.

For many owners, caring for rodents now includes DIY projects and decorating cages or play areas, turning pet ownership into a **lifestyle hobby**.



2



**Progress & gaps
in building a pet-
friendly society**

Digital platforms are refining how people adopt pets in China

Pet ownership in China has historically been informal. Many people adopted strays from the streets or fed animals casually without treating them as full-time companions. However, online channels have been facilitating pet adoption and introduced a wider variety of pets.

How digital platforms transformed the market



MaiZhiChongWu



JD.com

Apps like **MaiZhiChongWu** (买只宠物) and **JD.com** transformed the market by offering searchable databases of breeds, personalization features, and delivery services.

Pets are now browsed, compared, and **purchased like products**, with filters for breed, price, and even discount tiers.

Such platforms gave Chinese customers access to a broader variety of pets and breeds at accessible prices, increasing growth in uncommon breeds and exotic pets.

Adopting dogs, cats, and exotic pets through MaiZhiChongWu

Dog page with many diverse breeds



Golden British shorthair page



Exotic pets shopping page



Images source: MaiZhiChongWu

Social media is turning pet ownership into a fun, social, and shareable experience

On social media, Chinese pet owners share stylish outfits, curated snacks, beautifully designed spaces, and engaging pet activities—highlighting not only their pets, but the aesthetic and emotional value of pet-related moments.

Experience-driven pet ownership in China

In China, social media allows pet owners to **share lifestyle experiences** built around both products and activities. This is driving demand for items such as pet apparel and home furniture, as well as services like birthday parties and community sports events—contributing to a more enjoyable and experience-driven approach to pet ownership.

Aesthetic cat room design



Fashionable outfit-of-the-day



Corgi-themed dog sports events



Brands leveraging emotional, lifestyle-driven content

Brands are increasingly integrating pets into promotional campaigns by **collaborating with pet influencers and creating highly shareable content**. Examples include pet food featured in daily vlogs, elaborate pet meals in “lunch vlog” formats, each blending product promotion with emotionally engaging content.

Daily vlog with sponsored content



Aesthetic pet food



Chagee-sponsored dog post



Images sources: RedNote @baozaidouhua, @xiangqiankan_, @sunnylarry, @5564268868, @5564268866, and qmy930921

Public spaces are growing more pet-friendly, although acceptance levels vary

China's pet-friendly scene is expanding with outdoor dining experiences, dedicated pet services, and businesses creating pet-related attractions to differentiate from other shopping malls or restaurants.

Acceptance
Pets allowed

Integration
Pets accommodated

"Pet-friendly" as the main attraction
Made for pets



Al-fresco dining

Pets and their owners are allowed to dine outdoors. To enhance the experience, some restaurants even provide water dishes for pets, ensuring their comfort while owners are dining.

Hotels

Pet-friendly rooms require a fee but include no special amenities. However, pet owners still need to be cautious of the chemical pesticides in the garden or room.



Co-dining for pets and owners

Pet-friendly malls in China now feature burger joints with special menus for pets, letting them dine alongside owners.



High-speed rail

From April 2025, selected Beijing-Shanghai bullet trains provide pet consignment service for cats or dogs under 15kg, in separate cabins and under staff supervisions.



E-hailing

Huxing launched "Pet Express" nationwide in November 2024, a dedicated ride-hailing service for pets.



Gate M West Bund Dream Center, Shanghai

It provides pet-friendly amenities such as water fountain, off-leash zones, and even pet trolleys for art gallery access. This shift has also attracted pet supply vendors and specialty bakeries for pets.

Incentives to bring pets

Some Chengdu restaurants offer free giant bones to diners who bring their pets or even just show a photo of them.



Sources: Daxue Consulting social listening and focus group, and Xinhuanet

Images sources: RedNote @你的小猪猪, @woo是一粒苏语, @克里斯与Coffee 日常, @月饼不是饼, @是左右的右, and @潘思思

Humanization of pets leads to more leisure and wellness services for pets

Pet wellness booms as owners invest in spa care, gym training, and bespoke tour groups, mirroring people's lifestyle trends.

Pet spa



- **Holistic relaxation therapy:** Features immersive ocean-themed **sound healing** through singing bowls and **professional massage** techniques to reduce pet stress and promote relaxation.
- **Customized joint care:** Some plans offer **joint assessments**, followed by **tailored treatment packages** to improve mobility and comfort.
- **Tech-driven wellness innovation:** Pet spas incorporate advanced therapies like **hydrotherapy jets** and **cryo-chambers**, paired with **digital health tracking monitors** to optimize recovery and relaxation.

Pet gym



- **Pet fitness:** China's first dedicated **pet gym**, GOGOGYM in Shanghai, focuses on preventive health. This is **distinctive from traditional obedience training or rehab services**.
- **Niche market with high barriers:** Gym activities are **supervised and customized workout plans** (e.g., treadmill cardio, pool sessions) are given.

Pet tour groups



- **Market differentiation through premium services:** Companies like Ctrip and Caissa offer customized tours with **private groups, pet-friendly vehicles or on-call vets**. These tours come with 40%-200% premium pricing than regular group trips, targeting affluent pet owners.
- **Focusing on solving pain points of travelling with pets:** Transportation challenges are solved through **partnering with pet-friendly bus providers and cross-border quarantine centers**.

Image source: RedNote @愈合宠物医疗康复中心; @是曼玉不是鳗鱼 and @苹果和黄桃的日常, GOGOGYM, and @科二和奶思

Apps support the entire pet ownership experience - from monitoring to community building

From the first interest to lifelong care, Chinese pet owners rely on a range of apps and tools to guide their journey. Some are specific to the pet market and other are made for general usage.



Chinese pet owners face healthcare pain-points with demand outpacing supply

China's lack of standardized diagnosis and treatment often leads to unnecessary procedures and higher pet care costs. A shortage of experienced vets amid rising pet ownership further highlights gaps in professional services. As costs climb, more owners turn to insurance—despite claim challenges.

Lack in quality of professional services

Lack of regulation in pet healthcare: China currently lacks standardized diagnosis and treatment processes, sometimes resulting in excessive or unnecessary medical treatments that increase the financial burden of pet ownership.

Shortage of experienced vets: There's a mismatch between the number of experienced veterinarians and the growing number of pets, indicating that professional services like these still need further development.



I once encountered a vet who was clearly **not very professional**. The vet **arranged several unrelated examinations** for my dog and ended up prescribing a large quantity of medication — for example, giving me 20 boxes of the same drug, **totaling 1,000 RMB**.



- Urban dog owner

Source: Daxue Consulting focus group

Demand for pet insurance

Current adoption: Pet insurance is becoming essential as vet costs rise, but coverage is often limited. However, pet owners with personal connections like vet friends who offer discounts may deem insurance less crucial. Alipay Pet Insurance dominates with basic tiers (RMB 30-40/month for accident coverage, ~RMB100/month for illness coverage). Other providers include Pingan and JD.com.



Pet insurance feels like a necessity as the healthcare and surgery fees do not come cheap.



- Pet owner with a West Highland White Terrier

Pain points:

- Owners **struggle to collect required claim materials** (e.g., detailed vet reports, lab tests, receipts).
- Most plans **exclude routine check-ups**, forcing owners to pay out-of-pocket for preventive care.
- Claims **take weeks to months to process**.

Shortage of vets highlights rising demand for personalized pet care

Amid uneven standards and varying quality among vets in China, some clinics stand out by building trust through a clear understanding of individual pets and personalized care. This directly influences owners' spending on food and wellness, highlighting the value Chinese consumers place on personalized and responsible pet care.



× 小羊咩的咩咩 关注

📣 Exposing this hidden gem of a pet hospital—it's **super reliable!!**

👉 My little fur baby has been acting like they've had fireworks lately, so I brought them to Chuangfan for a full check-up. Rare to see them so cooperative—proves that professional matters should really be handled by professionals~

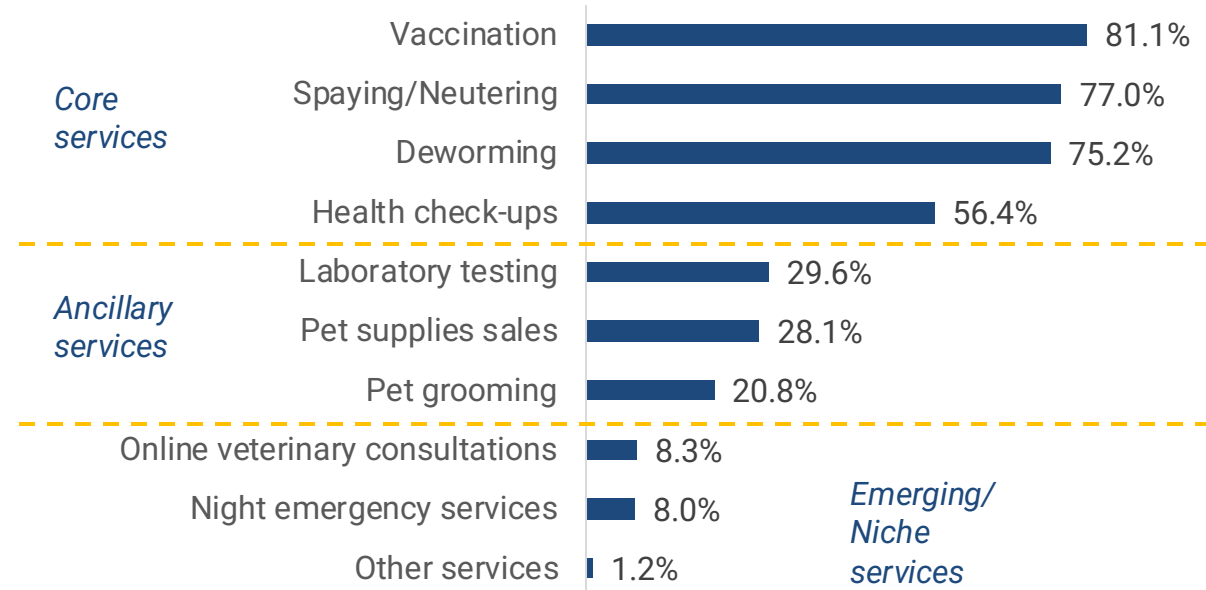
They're **well-equipped, technologically advanced, and staffed with reliable doctors** 🧑🏻‍⚕️🩺. The vet was **super detailed and attentive**.



Clinics that **demonstrate genuine care**, such as remembering pets' names and individual characteristics, build strong trust with owners. This relationship **directly influences purchasing decisions**: veterinarians' recommendations become a key factor in pet food choices, especially during life-stage wellness plans.

Sources: Lead Leo Research Institute, Daxue Consulting focus group

Services provided by pet clinics in China (2024)



Veterinary clinics in China often operate as **community-based providers**, with their primary customers being residents who live nearby. These clinics still primarily focus on core services. For example, proof of vaccination—such as rabies shots for dogs—is **often required to obtain a pet registration certificate** (commonly known as a pet license) in major cities, reinforcing vaccination as a core offering. However, there remains a clear need for a broader range of services that support more comprehensive and personalized pet care.

Lack of consistent quality in pet daycare fails to meet the needs of working pet owners

Chinese pet owners are only starting to accept pet daycare and hotels. While these services are suitable for working professionals who live alone and travel frequently, unresolved pain points—such as quality concerns—often lead owners to leave their pets at home rather than risk placing them in subpar facilities.

Examples of quality pet daycare center services

Air-conditioned playground



Post-activity treatments



Insect repellent for outdoor play



- **Door-to-door transport:** School bus-style pickup and drop-off service across neighboring districts
- **Premium facilities:** Indoor/outdoor playground with air conditioning, ventilation, and daily sanitization
- **Engaging activities:** Includes scent games, paw-print art, themed events (e.g., Halloween, Disney), obedience training, and take-home crafts for pets
- **Expert team:** Professional team of caregivers, trainers, and groomers available available 24/7

Sources: Daxue Consulting social listening and focus group

Pain points of low-quality daycare or pet hotel services

Poor facility conditions

- Dirty environments (e.g., uncleaned waste, strong odors)
- Overcrowded cages with little room to move

Health and emotional stress risks:

- Cramped, unfamiliar spaces (especially stressful for free-roaming cats)
- Anxiety from other animals' noise
- High exposure to disease (e.g., poor sanitation, unvaccinated pets)
- Untrained staff missing early signs of illness

Unreliable service and hidden costs

- Promised services not delivered (e.g., no daily walks or regular updates)
- Hidden fees like holiday surcharges and unapproved add-ons



Pet hotels **provide temporary shelter** and care for pets when owners can't take care of their pets for a period of time. However, they **typically provide less interaction** than pet daycare services.



Social listening exposed that many pet owners **would rather leave pets at home** (even if bored or alone for a few days) than risk trauma, illness, or exploitative pricing at subpar facilities.

Images sources: RedNote @上海宠四季宠物主题公园, @ber道 什么叫生气, @上海嘉鑫狗狗家教, @-黄总家-, and @童话

3

Pets in the home







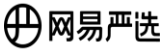





 **daxueconsulting**



In China's fragmented pet food market, international brands stand out for trusted quality

Trust is key in China's pet food market, and foreign brands have long earned it by offering more consistent and reliable quality than local brands.

Top mentioned pet food brands (April 2024 to April 2025)

Rank	Top cat food brand	Top dog food brands
1		
2		
3		
4		
5		
6		

Data source: Daxue Consulting, social listening analysis

 Foreign brands

China's pet food market remains highly fragmented. However, foreign brands continue to **lead the high-end pet food market**, recognized for their strong brand heritage and high product quality.

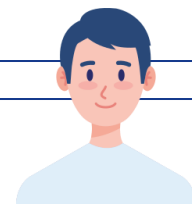
How Chinese pet parents perceive foreign brands



After researching about ingredients, I now only buy international dog food brands—the first three ingredients are always clearly identifiable meats, not meal or powder. What I **care about most is transparency** in the supply chain.



- Dog owner with a Shiba Inu



- Pet owner with a West Highland White Terrier

I trust international dog food brands more because of their quality standards. Even if a brand sets up a local supply chain in China, I would still choose products made overseas for their **stricter quality control and adherence to production standards**.



We're seeing some **promising local brands emerge**, especially in canned cat food. Since cats **are pickier eaters than dogs**, owners are more willing to switch brands to find one their cats will actually eat.

















- Pet owner active in the pet community

Source: Daxue Consulting focus group

Local pet food brands are catching up as domestic production quality improves

Foreign players such as Mars and Nestlé were leading the pet food industry. However, local brands have been gaining traction, driven by improvements in quality and greater affordability.

Fastest growing pet food brands (April 2024 to April 2025)

Rank	Local brands		Foreign brands	
	Top cat food brand	YoY growth	Top dog food brands	YoY growth
1	 诚实一口 HONESTBITE	140%		304%
2		93%		150%
3		92%		92%
4		68%		68%
5		38%		60%
6		38%		38%
7		35%		35%

Data source: Daxue Consulting, social listening analysis

Nearly half of the top pet food brands by mention growth on social media were local, showing that users are starting to show more trust in them.

Perception of local brands in the past

Consumers once viewed local brands as **inferior and distrusted them** due to cases of mislabeling ingredients, falsely advertising product benefits, and faking origins.

Perception of local brands now

As Chinese consumers become more informed and open to trying new products, local pet food brands **are gaining credibility and trust**.

Domestic brands are being recognized for their quality, value, and innovation.



Comparable quality: Local brands are closing the gap with foreign competitors. Many are investing in R&D and quality control, leading to products that are perceived as safe, nutritious, and reliable.



Better value for money (性价比): Domestic brands often offer similar quality at a lower price point. This cost-effectiveness appeals to pet owners who want a balance between quality and affordability.

Pet care in China is getting smarter, more advanced, and convenient through tech

Pet tech in urban China is transforming pet care by automating routine tasks like grooming, hydration, and litter cleaning, allowing owners to maintain high standards of hygiene and health with minimal effort. These smart products cater to small living spaces and busy lifestyles, making pet ownership more accessible, convenient, and deeply integrated into modern urban life.

Self-cleaning litter box



Key features



- Motion sensors, auto waste disposal, and health tracking
- Smart home integration for seamless litter management

Impact on daily pet care



- **Improved convenience and cleanliness** via automated litter care, reduced manual upkeep, and enabled health tracking
- **Peace of mind** for urban pet owners; strengthens pet-owner bond through smarter, stress-free care

Upgraded nail trimmers



- Bloodline illumination, a long-lasting battery, and an anti-splatter shield
- Designed for safer, easier home grooming with pro-level precision
- Enables **independent hygiene care**; reduces dependence on professional groomers

Smart drinking fountains



- Clean/waste water separation, zero-filter design, tilt-to-refill system
- 180-day battery life and a portable, hygienic build for ease of use
- **Peace of mind** for owners; ensures pets have access to clean, fresh water even when owners are away

Images sources: Taobao

Pet ownership is changing the way homes are designed

Pet-friendly home design is no longer a niche trend but a growing norm, with living environments increasingly adapted to meet the emotional and physical needs of pets.

Urban homes for dogs



Smart, space-saving design: Urban dog owners incorporate multi-functional furniture like storage benches that double as beds and built-in feeders to keep small apartments organized and efficient.

Clean, open layouts: Homes feature non-slip, easy-to-clean floors for safe indoor play, and entryways are equipped with absorbent mats and cleaning stations to handle post-walk cleanup.

Pet-friendly living: These design choices foster daily interaction, maintain hygiene, and create an active, comfortable environment for both pets and owners, even in limited spaces.

Images sources: RedNote @95386083875, @shiyun01, @95386083875 and @2193111848

Urban homes for cats



Vertical living spaces: For indoor cats, vertical is key. Owners install climbing shelves, wall-mounted walkways, and top-accessible cabinets to satisfy cats' natural desire to perch, climb, and observe from above.

Concealed, multi-use furniture: Space-saving designs like litter boxes hidden in cabinets or beds woven into modern coffee tables help maintain a clean, stylish look while maximizing functionality in compact urban homes.

Function meets style: Anti-scratch materials and coordinated interiors allow owners to merge practicality with visual appeal, creating enriched environments that cater to both cat comfort and contemporary design.

4

Pet beauty & fashion



Chinese pet owners dress up their pets more than western pet owners

Consumers split between practical buyers and those splurging on stylish pieces for special occasions or social media. Seasonal trends like protective eyewear and coordinated outfits for bonding or multi-pet households are rising, though some question the true function of pet clothing.

Spring



Summer



Autumn



Winter



Examples



- Waterproof windbreakers
- Rain boots
- Floral bandanas

- Sunglasses
- Cooling vests
- Swimwear (Rash-guards, floatation vests)

- Knit sweaters
- Plaid scarves
- Aviator hats

- Glacier glasses
- Snow boots
- Insulated coats

Occasions



- Daily walks, light rain
- Wet weather, park visits
- Casual outings

- Beach trips
- Hiking, trailing
- Sunny walks

- Cool-weather strolls
- Chilly evenings
- Outdoor festivals

- Snowy walks
- Winter trips



I don't really trust dog shoes. Most pet owners I know, including myself, will test the pavement with our own hands in the summer. If it's too hot, we just skip the walk instead of putting shoes on our dogs. **They just don't seem designed for how dogs actually walk; it feels unnatural for them.**

- Dog owner with 20+ years of experience



Image sources: RedNote @6017519404, @2656471537, @maggie5417 @95693090494, @Aruo579, and @avocado1021

Sources: Daxue Consulting social listening and focus group

Pet parents splurge on fashion for special events, but it's not just for social media

Pet owners splurge on pet fashion to express themselves and create lasting memories. Popular choices include matching outfits and IP-themed costumes. Chinese consumers also care about material quality, reflecting a desire for both emotional value and premium craftsmanship.

Social media pet influencers



Themed costumes



Sports events



Occasions



- Photoshoots
- Holiday campaigns
- Viral challenges
- Cosplays

- Chinese New Year
- Wedding
- Halloween
- Mid-Autumn Festival

- Competitions (dog races or cat shows)
- Outdoor adventures

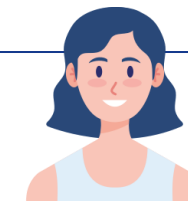
Examples



- Matching owner-pet sets
- LED collars
- Superhero capes

- Red/gold outfits
- Hanfu (Chinese traditional wear)
- Themed accessories

- Performance vest
- Aerodynamic gear
- Protective eyewear



I shop for **baby clothes and toys** for my pets to get better fabric quality* and BPA-free toys.

- **Cat and dog owner**

**China's stringent Class A standards for infant apparel mandate premium safety for close-contact garments, regulating formaldehyde, pH levels, and colourfastness to protect delicate skin.*

Sources: Sina, Daxue Consulting social listening and focus group and SINA News

Image source: RedNote @OCCHII, @萌宠幼儿园, @小白的铲屎官, @Dududog, and @MollyAyo

Pets are becoming an extension of luxury consumption in China

China's pet apparel market remains niche, with high-end brands targeting a small premium segment. Beyond clothing, Chinese consumers are also elevating their pets' lifestyles by purchasing aesthetically designed carriers and pet-related home products, reflecting a broader shift toward luxury and personalization in the pet economy.



HolyHigh就是好厉害 关注

This Christmas, I treated Uni, Doupi, and our new girl Yogi to the **LV pet collection**—because my pups deserve to be stylish and fabulous.

As someone who loves giving, it brings me joy to **give my fur babies the best**. Grateful for their love and excited to start 2025 together—happy, healthy, and chic!

#DogFashion #PetLuxury
#LVpets #Maltese #PetStyle

编辑于 2024-12-24

Pet owners increasingly view their pets as family members and **want to give them the best**—while also using pet products as **expressions of wealth, taste, and lifestyle**, similar to high-end fashion for humans.

Chic pet apparel and designer home products

Brand	Fashion & accessories	Travel & carriers	Home & living
TIFFANY & CO.			
GUCCI 			
PRADA			
LOUIS VUITTON 			
Dior			

In response to the growing demand for luxury pet products, luxury brands have **launched dedicated pet lines**. Collars and leashes are among the most commonly introduced items, with many brands expanding into carriers and other home and lifestyle products.

Beauty brands enter the pet fur-care and fragrances market

Big beauty brands and retailers are expanding into pet care—offering more than just shampoos and conditioners, and moving into a wider range of grooming and wellness products.

Diversifying and upgrading pet beauty products



Kiehl's launched its “Cuddly-Coat” Pet Series—co-developed with professional pet groomers—which includes a cleansing spritz, shampoo, and conditioner. Dolce & Gabbana has also introduced a fragrance designed specifically for pets. This trend reflects how the pet beauty **products are diversifying**, beyond basic cleaning products into more diverse and premium categories.

Retailers are introducing pet beauty products

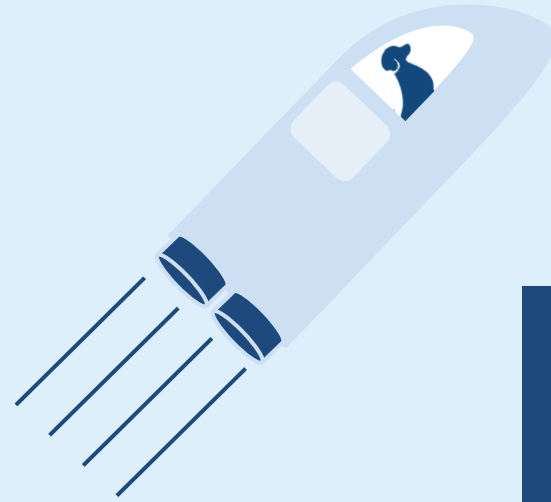


Chinese multi-brand beauty retailer HARMAY (话梅) **expanded into the pet care space**. In 2024, it introduced up to 40 SKUs of grooming and hygiene products, such as ear cleansers and paw creams, across its stores and online mini-programs.

Images sources: RedNote @180258513, @105458400, @982240321, and @100410871

5

Hypotheses on the future of China's pet market



Hypotheses on China's pet economy



1 Industry requirements and standards for domestic production of pet food, toys, and other industries will **rise as a whole**, tackling the lack of trust that high-end pet parents face with domestic brands, while also setting up domestic industries for successful exporting as well.



Driven by the rise of Guochao, Chinese consumers will increasingly incorporate Traditional Chinese Medicine, local ingredients, and homegrown technologies into pet wellness products—reflecting a broader demand for **culturally resonant experiences and care tailored to Chinese values**.



As China expands its “with pets” and “for pets” experiences like pet-themed parks, and trains continue to improve their pet-transit options, China will create the **world's first pet-tourism industry**.



As pets become more integrated into families, there will be attempts to solve the pain point of pet-human communication. One area China may make advances is in pet-health tracking. Pet owners already showing a willingness to adopt invasive tools like location chips; therefore, it's not hard to imagine further chip innovations that monitor stress, insulin levels, vitals, thirst, hunger and overall wellbeing—bridging the communication gap between pets and owners, reshaping how people care for their pets.



Pets will increasingly play a **larger role in society**, such as service pets, police aid, but also detection of illness and contaminants. As of now, service pets are less common in China than in some western countries, but this could change.



While pet beauty and fashion increases, with pet-parents increased knowledge, **skepticism** towards these industries will grow as well. Pet pampering might look less like spoiling a pet with human-like objects and more like **creating an experience more closely like what they'd experience in nature**.



What happens in pet care **might indicate the future of childcare and vice-versa**. For example, hyper-sensitivity to cleanliness could spread to pets and microchipping could be used on children.



ABOUT


daxueconsulting

Daxue Consulting in 6 characteristics

- 1** A China-origin growth-centric advisory firm helping companies uncover hidden opportunities in East Asia
- 2** 700 projects since 2012, 60% from returning clients
- 3** Research-intensive strategy consulting
- 4** 40+ strong globally-educated multi-cultural team with local understanding of each target country
- 5** 50,000+ mentions of our work on the internet
- 6** We are creatively analytical and analytically creative

Our mission

Our mission is to help companies uncover and harness hidden opportunities in uncharted territory

Through our market research and strategy consulting, we equip businesses with the knowledge and guidance to achieve growth in East Asia



What we do

STRATEGIC RESEARCH

- ✓ Pricing
- ✓ Competitive Benchmarking
- ✓ Sensory (Taste & Test)
- ✓ Consumer Understanding
- ✓ Market Sizing
- ✓ Trends Report
- ✓ Brand Audit

BRANDING & STRATEGY

- ✓ Naming
- ✓ Brand Book
- ✓ Brand Positioning
- ✓ Brand Activation
- ✓ Toolkit
- ✓ Co-branding Strategy
- ✓ China Messaging Strategy Localization

SALES & DISTRIBUTION

- ✓ Route-to-market
- ✓ Distribution Mapping
- ✓ Brand Activation
- ✓ Toolkit
- ✓ Retail Safari
- ✓ Channels Strategy

MANAGEMENT CONSULTING

- ✓ Market Entry Strategy
- ✓ Business Plan
- ✓ Learning Expedition
- ✓ PMO
- ✓ Growth Models
- ✓ Prospective And Foresight
- ✓ Product / Market Fit

Our values

Freedom enriches creativity & responsibility

Freedom to manage and envision her or his mission increases the sense of responsibility to that mission.

Our clients' goals are our goals

We see ourselves as an extension of our clients' business in China or their target country, hence, we advise them as if we were in their shoes and investing along with them.

Embrace change enthusiastically

Similar to how markets are constantly changing, our mindset is also always evolving. We value routine only when it helps us improve and we value change because it helps to keep pace with the times.

Intellectual humility gives clarity

Only through the lenses of humility can knowledge be seen clearly. At Daxue Consulting, we are humble toward science and the truth. We interpret data in a way that lets it speak for itself, even if contradicts our hypothesis.

Knowledge is meant to be shared

While our projects team dives deep to provide catered research to clients, the media team shares insights publicly. At the same time, we foster a culture of sharing knowledge in our team, each individual works to increase their own knowledge and freely share ideas with each other.

400+ clients since 2012

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L'ORÉAL

SKINCEUTICALS
ADVANCED SKINCARE BACKED BY SCIENCE

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KERING

BOBBI BROWN

L'OCCITANE
EN PROVENCE

Elizabeth Arden
NEW YORK

Kiehl's

FARFETCH

ESTÉE
LAUDER
COMPANIES

P&G

SHANGRI-LA
HOTELS and RESORTS

FILLMED
LABORATOIRES

VALENTINO

SANDRO

The Coca-Cola Company

ROSEWOOD
HOTEL GROUP

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paris

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CAMUS
DASHEN FAMILIARE DEPOT THERM

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Forbes

WALL STREET JOURNAL

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The Jakarta Post

techradar.

BUSINESS INSIDER

THE CHINA PROJECT

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THE MAGAZINE OF THE ASIAN BUSINESS COMMUNITY

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