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Pet popularity in china

By Wang Yiqing | China Daily | Updated: 2018-10-06 15:46 Share - WeChat [Photo by Cai Meng/China Daily] The growing consumer capacity of people will create lucrative markets in the segment in the pet industry, writes Wang Yiqing Create pets, especially dogs or cats, has been part of modern life. But in recent years, raising pets has become an elegant and money-burning lifestyle in urban areas, which has given rise to what the media calls pet economics. People have been raising animals for centuries to eat, and as houseguards or hunting guides. But today, animals, especially pets, also meet people's emotional needs. In a way, the creation of the Chinese Small Animal Protection Association in 1992 signaled the evolution of animals as human companions. Today, many people are willing to spend a small fortune to raise a pet, which they treat more like a family member. Since 2000, the number of pets has increased rapidly in China, so it is almost impossible to determine the exact number of pets in the country. Take the example of common animals such as dogs and cats. According to the China Pet Industry's White Paper 2018, an unofficial document issued jointly by the online pet community Goumin.com and pet Fair Asia recently, more than 91.49 million dogs and cats are being raised as pets in China's urban areas. To prepare the white paper, the two organizations conducted a survey covering more than 52,870 people in 34 provincial administrative regions. Pet owners comprise 9% of the urban population The white paper says about 73.55 million people in urban areas have pets, meaning that about 9% of China's global urban population, from 813.47 million in 2017, had pets. The high degree of urbanization and the increase in people's incomeare the main reasons why pet breeding has become so popular. Beijing, Shanghai, Guangzhou, Tianjin and Chengdu are the main cities where pet breeding is most popular. The fact that residents of these first and second-tier cities have relatively high disposable incomes has played a critical role in the popularization of pets. The growing popularity of pets in urban areas has given rise to an entire industrial chain, which in turn has helped build a pet economy, including food consumption, medical treatment and even funeral and burial expenses. In fact, the scale of this pet economy is much larger than we can imagine. Data from the National Bureau of Statistics show that the compound growth rate of China's pet industry was 49.1% 2010 to 2016, the largest among all industries. According to the pet industry's white paper, the pet economy is worth 170.8 billion yuan (\$24.87 billion), and has been growing at a rapid rate of 27 percent a year. The white paper also said that, on average, a pet owner in 2017 spent 5,016 yuan a year on a cat or a dog, 15% more than the previous year. Food and other daily needs of pets and their medical treatment are the three main parts of the pet Market. Food and other daily necessities are responsible for the majority of pet owners' expenses, which have been updating over time. Sales of high-quality and expensive pet products have grown rapidly as people are willing to spend more money on pets, and more and more pet product segment markets are emerging to meet the growing demands of pet owners. For pet owners, medical care is an inevitable expense for pets. The white paper estimates that the service of pets represents about 30% of the consumption of a dog and 20% of the consumption of a cat, with the greatest demand for services for pets being medical care. On average, a dog owner spends 1,557 yuan a year on dog health care, and a cat owner 1,446 yuan. But nearly half of pet owners are dissatisfied with the existing pet health care system due to factors such as unqualified veterinarians and irrational rates for medical treatment. A catalyst for other businesses The growing popularity of pet breeding has also promoted other forms of business. For years, pets, especially dogs and cats, have been used as IP characters in many countries, fueling the growth of a new type of media economy in China in recent years. A study on cat economics from the Tencent Research Institute shows that the image of a cute cat attracts more and more attention online and helps cultivate new business models. Weibo, the Chinese version of Twitter, has become an important cloud cat breeding platform, which refers to the phenomenon of internet users watching photographs or videos of cats for entertainment. According to the study, by January this year about 5.5 million users of the Weibo account had used the cat tag to identify themselves. In 2017, more than 330,000 cat-related articles went viral in WeChat's public accounts. And the market value of a famous Weibo account of Huiyi Zhuanyong Xiaomajia is estimated at 235 million yuan. In addition, in recent years, the number of pet owners has grown. According to the white paper, more than 85% of dog and cat owners are women, and half of them have bachelor's or higher degrees. And most pet owners belong to the post-1980 or post-1990 generations, which shows their strong drinking capacity. Thanks to people's growing consumer capacity, more markets in pet industry segments, especially the pet-related services sector, including pet training and pet transport, are expected to grow at a faster pace, further expanding the pet economy. Since from spa to acupuncture sessions, the Chinese are squandering on their pets. From extreme cleansing to animal antidepressants, animal pampering has reached new heights in recent years. In China, this includes things like spa visits, even acupuncture – which can cost pet owners up to \$10,000. In a country that is helping to fuel the growth of a global middle class, more pet owners have more disposable income to buy more extravagant gifts for their dog or cat. O O even opened pet hotels, complete with swimming pools and cinemas. But why are consumers doing this? Runze Yu ventured inside one of these alternative care centers to find out. Video by Runze Yu.--To comment on this story or anything else you've seen on BBC Capital, please go to our Facebook page or send a message on Twitter.Se you liked this story, sign up for the weekly bbc.com newsletter called If you read 6 things this week. A hand-picked selection of STORIES from BBC Future, Culture, Capital and Travel, delivered to your inbox every Friday. Ko Tin-yau September 28, 2018 5:12 PM The number of pet dogs and cats in China is over 91 million, surpassing the entire population of Sichuan Province. Pet spending grew 27 percent to 170.8 billion yuan (\$24.81 billion) in 2017 in 2017, far outof the country's consumption growth. It is estimated that China now has 73.55 million pet owners. Of this time, 46.1% have dogs and 30.7% have cats. Pet dogs outnumber their feline peers by about 10 million today. But given the fastest growing clip of the latter, pet cats are expected to have a larger population than pet dogs in ten years. Chinese pet owners typically spend 5,016 yuan on their pets each year, a figure that is more than double the average monthly disposable income of Chinese, indicating that pet owners are relatively well. One study shows that more than 70% of dog owners in the country were born after 1980, and 84.8% of them had higher education. Most of them are professionals or white collar workers. Meanwhile, almost 90% of cat owners were born after 1980, and 88.8% of them finished college. Most pet owners, 88%, are women. Generally speaking, China's pet market is still in the early stages of development. Its size is only one-third of the U.S. market, valued at \$69.5 billion. The growth potential of the market is certainly huge, considering that the number of pets owned is only 0.065 per person, well below the rate of 0.57 in the United States. But the thriving industry is likely to make China the world's largest pet market in five to ten years, implying great business opportunities. This article appeared in the Hong Kong Economic Journal on September 28 Translation by Julie Zhu [Chinese version] – Contact us at RT/CG Pet ownership is a relatively new trend in China, and the country's elite are now buying cute pooches en masse so they can dress them up in bling accessories and designer clothes à la Paris Hilton. The pet industry is growing [and should] more than 50 percent to \$2.6 billion (RMB 15.8 billion) in 2019. Forbes says, citing market research provider Euromonitor International. In addition, Forbes points out that China's pet care industry is rapidly outperforming the world's largest market -- the United States -- which grew just over 4 percent in 2015 (to about \$60.6 billion). In the same vein, the National National statistics China announced that the country ranks third in the world in dog ownership, behind the U.S. (55.3 million) and Brazil (35.7 million), with 27.4 million dogs. But according to Mary Peng, Executive Director and Founder of the International Center for Veterinary Services (ICVS), that number is actually higher. Speaking to The Jing Daily, Peng says statistics on the number of dogs in China vary widely based on different sources. According to Peng, dog registration data is a good starting point, but she notes that based on proprietary ICVS surveys and thousands of interviews with dog owners, only about 30-50% of Beijing residents registered their dogs. In other words, the actual number of pet dogs is much higher than the official. And, Peng adds, dog registration in Level 2, 3 and 4 cities is below the 30% mark. Dog ownership on the mainland skyrocketed, and experts have put forward several theories to explain China's newfound love of pets. Some point to the rise of social media platforms, which have turned cute puppies and cats into celebrities and/or furry influencers overnight, while many blame the rise of China's Me Culture, which encourages younger Chinese citizens to embrace self-expression and individualism. In addition, there is also the fact that the country's one-child policy created China's loneliest generation. Many children who grew up as an only child felt isolated and alone and turned to pets as their trusted friends. In addition, as these children grew, they felt empowered to prioritize their professional goals rather than establish themselves, but without spouses or children, they opted for canine companions. In addition to demographics, there is also the fact that China has become richer. As the number of wealthy individuals increases and the country's per capita disposable income increases (an increase of 6.5% according to China Daily), a pet has become an additional symbol of social class and status. Mary Peng told the Jing Daily that every year after 2003, a new breed of dogs went into fashion, and dog lovers were willing to pay outrageous prices for the main pooches. The owners searched for purebred dogs such as German shepherds, golden retrievers, Dalmatians, chow chows and huskies as symbols of their wealth and status, Peng says. Tibetan mastiffs made headlines for being sold for prices of \$1 million and more. Because ordinary citizens cannot spend thousands or millions of dollars on a pet, animals have quickly become symbols of economic success. Reuters has even named the Tibetan mastiff China as the latest accessory to the country's wealthy legions who are picking up real estate, diamonds and luxury cars. And alongside China's love for dogs and cats the expansion of various niche segments for pets. Peng adds that pet owners satisfy their pets with regular cleaning and spa treatments, imported pet food or elaborate home-cooked meals, private dog training sessions, luxury dogs gets, and bejeweled pet carriers, necklaces and collars. These pet-related facilities and products have begun to emerge in the Tier 1 and Level 2 cities and can now be found elsewhere on the continent as well. Beauty salons, dog shelters, pet-related merchandise stores, crematoria, veterinary clinics, dog farms and pet markets have accompanied Forbes. In impressive growth in China, and the entire pet industry is expected to grow by more than 50 percent to \$2.6 billion (RMB 15.8 billion) in 2019, according to China, the desire to spoil pets is overwhelming, . says Peng, who mentions that nutritional science is now discussed with all pet owners on all visits to ICVS to help combine pets with optimal foods. Even the premium segment with healthy, grainless ingredients is being sought after and requested by pet owners from all walks of life, Peng says, further proving that the Chinese class of pet ownership is beginning to closely resemble Westerners. In fact, the pet food industry has seen incredible growth in China in recent times, and Forbes mentions how the pet food industry has attracted conglomerates dealing with pet products -- including Marc, Nestlé, Procter&am;Gamble and Colgate-Palmolive -- to the country. Data from a Mintel review show that China has now become asia-pacific's largest pet food market and one of the largest in the world, estimated at more than \$50 billion and having grown by an average of 30 percent a year, Forbes says. But in addition to regular pet food, there is also the niche market for organic and premium pet foods, which are free of additives and chemicals. And this premiumization of the pet industry is not only exclusive to diet. An increasingnumber of Chinese pet owners seek private and exclusive services for their beloved pets, such as insurance policies for their dogs, concierge services, beauty spa treatments and luxurious gifts (diamond necklaces and hair accessories). Experts are even seeing the same expansion of the luxury pet industry in an already Westernized Hong Kong, where wealthy guests come to pamper their dogs at the Rosewood Hong Kong Hotel in Tsim Sha Tsui. According to the South China Morning Post, Rosewood Hong Kong strives to create a seasonal and diverse dog menu that supports local produce. In addition, the luxury hotel offers homemade toys, treats and even chicken flavored toothpaste (complete with a toothbrush) for dog guests. The Post rightly points out that pet-related services have improved in recent years in Hong Kong, and in a city that offers yoga sessions for dogs, beauty treatments and hydrotherapy and acupuncture for pets, pet owners can squander their four-legged friends not only with love, but also with unique services and amazing gifts. The Westernization of Chinese culture is to blame here, and if premiumization trends continue to mirror pet ownership trends in the West, China's pet market will only continue to expand. Expand. Expand.

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