



# Breaking into China's \$25 Billion Pet Food Market

China's pet food industry grew 6.3% in 2010 and increased to 21% in 2017 (GFK & NBS Asia), compared to 5% annual growth in the US since 2002. With its 73.5 million pet owners, China's pet food sales grew at an even greater rate of 27% in 2018.

## Opportunity Comes with Challenges

For U.S. brands seeking to sell in China, establishing brand equity while the market is in a state of rapid-growth is likely to bring success. According to the Chinese Pet Industry White Paper 2018, published by Goumin, pet owners in China spend approximately \$740 (USD) per year on one pet, leading to total spending in the pet segment to reach \$24.9b (USD) by the end of 2018. Dry food, and particularly dry dog food, is the most promising product segment.

## Cutting Through the Red Tape

Though some challenges are likely to be encountered, recent policy changes make breaking into this market nearly impossible for U.S. brands – unless a strategic partnership is formed.

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To gain access to China, companies must navigate intense regulations and processes governed by the Ministry of Agriculture and Rural Affairs (MOA) and the Administration of Quality Supervision, Inspection and Quarantine (AQSIQ).

## Brief Overview of Requirements

- Application for each product registration with MOA is subject to approval
- Products must be packaged with Chinese label, complying with GB 10648-2013 'Feed Label'
- A 5-year certificate is required for each product
- All products must pass inspection by China's import-export inspection and quarantine departments and be compliant with China's Pet Feed Hygiene requirements
- Cumbersome registration requirements and processes for each formulation.

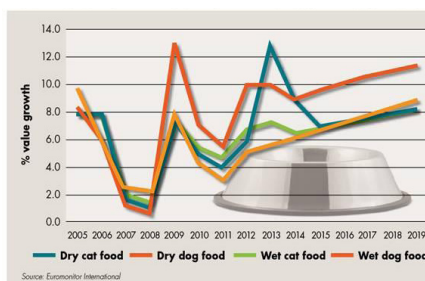
These are a few of the many requirements set forth by MOA/AQSIQ. Most brands will require an experienced partner to ensure all requirements are met, plus additional support.

## Choose the Right Strategic Partner

- Partner with experts who know the Chinese market to facilitate the registration process and policies
- Gain market insights to create effective and culturally

appropriate marketing strategies

- Work with nutritionists capable of formulating pet foods to appeal to Chinese pet owners while meeting regulations
- Collaborate with a firm that understands the process from R&D, production and packaging to export



China Pet Food Market Growth 2005-2019

## To Succeed: Don't Go it Alone

Resourcing private label manufacturing is challenging as only 10% of foreign pet food manufacturers and distributors have MOA/AQSIQ compliant registrations. With other considerations like country of origin for ingredients and proteins, the list of manufacturers that can produce and export product to China are even more limited.

## No Protein Restrictions

Due to free trade agreements, minimal regulations on New Zealand's raw materials, and meeting MOA/AQSIQ regulations, Addiction Foods is the only premium dry food producer in the world that can export all protein sources to China. Addiction also prides itself in offering private label customers a selection of over 200 high quality ingredients to formulate top-selling premium dog and cat food.

## MOA and AQSIQ compliant

By successfully submitting dozens of formulations that meet requirements, Addiction Foods is a team of knowledgeable experts in efficiency.

## Start-to-Finish Partnership

Private Label Partners get support from formulation to packaging, and guiding registration to exporting final product. In China's rapidly growing economy and booming pet industry, capturing market share requires speed and accuracy.

To start your success in China, contact  
Addiction Foods, call 425-251-0330  
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