TMRS
INSIGHTS Flash
September Issue

THAILAND'S PET MARKET

FAMILY BONDS, QUALITY PRIORITIES AND DIGITAL SHOPPING

Naphatrada Chuenjitjirakamon (Aam)
Associate Director, Rakuten Insight – Thailand

Rakuten Insight | Pet ownership in Southeast Asia – Thailand market focus

Thailand's pet landscape combines strong emotional attachment with practical purchasing. Rakuten Insight's Thailand findings show cats and dogs at the centre of ownership, while product choices are shaped by quality, health benefits, value and convenient access across physical and online channels.

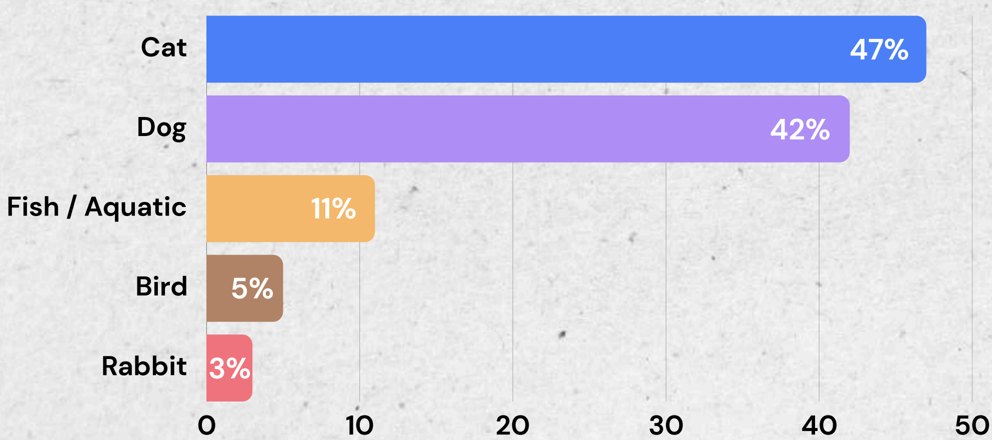
DEMOGRAPHIC METRIC	PROFILE BREAKDOWN COMPLETES (N)	COMPLETES (N)	PERCENTAGE (%)
Gender	Female	6,716	68.1%
	Male	3,146	31.9%
Age Group	16 – 24 years	3,143	31.9%
	25 – 34 years	2,823	28.6%
	35 – 44 years	2,124	21.5%
	45 – 54 years	1,289	13.1%
	55+ years	483	4.9%
Total Sample	**Thailand Completes**	**9,862**	**100.0%**

- Pet-owner questions use the relevant pet-owner base.

Cats lead, with dogs close behind

Cats are Thailand's most commonly owned pet (47%), followed closely by dogs (42%). Fish/aquatic animals account for 11%, birds 5% and rabbits 3%, while 28% report no current pet ownership. The close cat-dog split makes both categories important for Thailand's pet-care market.

Thailand pet ownership : leading pet types



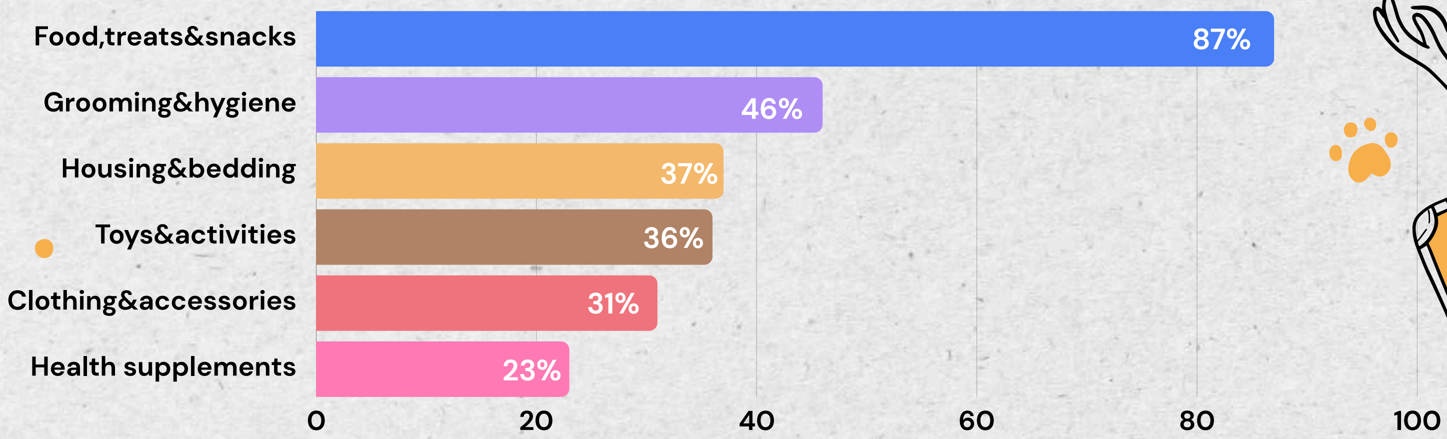
Source: Rakuten Insight Thailand survey results. Multiple responses allowed.

Implication:
Pet brands can benefit from community-led communication, referral advocacy and content that reflects real owner-to-owner relationships, alongside partnerships with trusted pet-care channels.

Essentials dominate, but pet care extends well beyond food

Food, treats and snacks dominate purchases (87%), followed by grooming/hygiene (46%), housing/bedding (37%), toys/activities (36%), clothing/accessories (31%) and health supplements (23%). The basket clearly extends beyond basic feeding into care, comfort and lifestyle.

Products purchase by Thai pet owners



Source: Rakuten Insight Thailand survey results. Multiple responses allowed.

Specialty stores remain important, while e-commerce is firmly established

Specialty pet stores lead purchasing channels (61%), while online marketplaces already reach 42%, slightly ahead of supermarkets/hypermarkets/convenience stores (41%). This points to an omnichannel market where specialist advice and physical assortment coexist with digital convenience.

61% → Specialty | 42% → Online | 41% → Mass retail

Pets are family — and purchase decisions reflect care

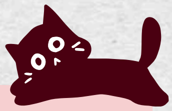
For 49% of Thai pet owners, the pet is primarily a beloved family member or child; another 30% see it as a close companion or friend. This emotional bond makes pet products part of caring for a valued household member rather than simply another household purchase.

Quality and safety are the top product-selection factor (74%), followed by specific health benefits (60%) and price/value (54%). Veterinarians are the most trusted source for new products or services (47%), ahead of personal contacts (36%) and online reviews (23%). Credible quality and health communication is therefore critical.

Generational patterns create different opportunities

Age differences suggest useful segmentation. Cat ownership is highest among 16–24s (about 51%). Price/value becomes more important among 35–44s (about 63%) and 45–54s (about 65%), versus about 44% among 16–24s, while health-supplement purchasing rises from about 18% among 16–24s to 30% among those 55+.

Gender differences are modest in pet type, but female owners show stronger purchasing in grooming/hygiene and clothing/accessories and greater use of online marketplaces. They are also more likely to describe pets as beloved family members/children.



16–24	35–54	55+
🐱 Cat-focused	💰 Value-focused	❤️ Health-focused
Cat ownership 51%	Price/value 63–65%	Supplements 30%
Digital & lifestyle	Value / practical benefits	Health & wellbeing

Women show a stronger care & lifestyle orientation

↑ Grooming & hygiene

↑ Clothing & accessories

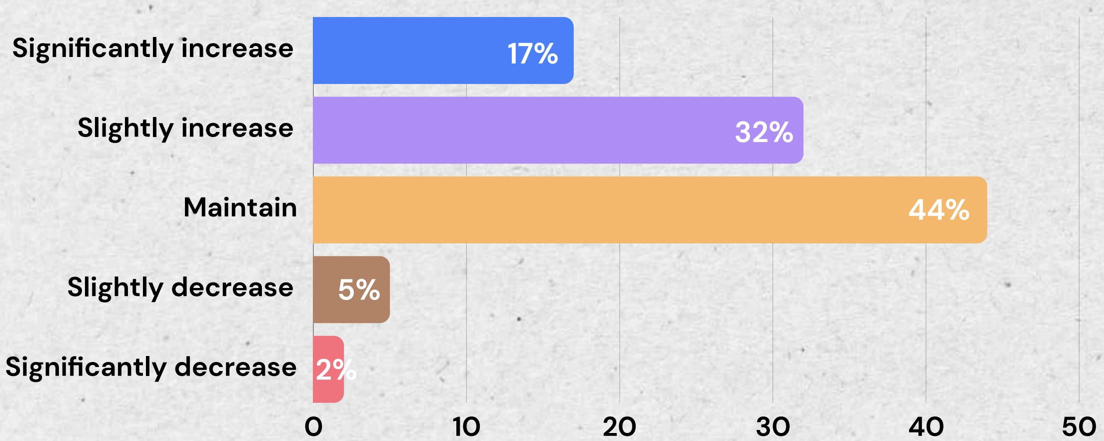
↑ Online marketplace usage

↑ “Family member / child” perception

Spending outlook remains positive

Spending momentum remains positive: 49% expect to increase pet-related spending in the next 12 months (17% significantly and 32% slightly), while 44% expect to maintain current levels. Only about 8% anticipate a decrease.

Expected pet spending in the next 12 months



Source: Rakuten Insight Thailand pet-owner results.

Conclusion

Thailand's pet market is shaped by strong family-like bonds, everyday care needs and an increasingly omnichannel purchase journey. Cats and dogs provide the broadest opportunities, while grooming, accessories and health products extend growth beyond food. For brands, quality and safety should remain central, supported by clear health benefits, value and credible information.

Rakuten Insight conducted the wider survey across six Southeast Asian markets – Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. More findings and market insights are available on Rakuten Insight's official website: insight.rakuten.com.