

PET INDUSTRY IN INDONESIA

2026
JAKPAT
SURVEY
REPORT



THE PET INDUSTRY IN INDONESIA CONTINUES TO GROW AS MORE PEOPLE CONSIDER PETS PART OF THEIR DAILY LIVES.



This report highlights key insights about how Indonesians care for their pets, from how they choose food and supplies to where they buy them. The findings also reveal differences between cat and dog owners, showing unique habits and preferences across groups.

By understanding these patterns, we gain a clearer view of today's pet owning lifestyle and how it shapes the pet market. All insights in this report come from 1254 respondents.



2	FOREWORDS
3	TABLE OF CONTENTS
4	RESEARCH DETAILS
5	RESEARCH HIGHLIGHTS
6	DEMOGRAPHIC PROFILE
7	GEN Z LEADS THE DESIRE FOR FUTURE PETS
8	CATS DOMINATE FUTURE PET DREAMS
9	FEAR OF RESPONSIBILITY TOPS THE LIST FOR FUTURE PET OWNERS
10	2 OUT OF 5 CAT OWNERS GOT THEIR FUR FRIEND FROM THE STREET
11	PETS ARE TOP STRESS RELIEVERS AND HOME COMPANIONS
12	MOST PETS ARE FED 2–3 TIMES A DAY
13	THE COST OF OWNING DOGS AND CATS IS HIGHER THAN THAT OF OTHER PETS
14	UPPER SES PET OWNERS ARE THE MOST LIKELY TO PROVIDE VITAMINS AND SUPPLEMENTS FOR THEIR PETS
15	PET SHOPS ARE THE MOST PREFERRED PLACE TO BUY PET SUPPLIES
16	MOST PET OWNERS CHOOSE THEIR PET FOOD BASED ON ITS AVAILABILITY AND COST
17	HAPPY DOG AND PEDIGREE COMPETING IN THE DOG FOOD MARKET
18	WHISKAS DOMINATES BOTH AWARENESS AND USAGE AMONG CAT OWNERS

RESEARCH

DATA COLLECTION

The survey was distributed to a total of **1254 respondents**

The data were collected from **9th-10th of March 2026**

Margin of error **below 5%**

The questionnaires were distributed via **Jakpat mobile app**

Proportioned by **Indonesian internet population**

DETAILS

RESEARCH OBJECTIVE

To understand pet care habits

To explore pet food brand awareness and usage

To learn where owners buy pet supplies

RESEARCH HIGHLIGHTS

Cats are the most desired and most owned pet

38% cat owners rescued their cat from the streets

Pets help **63%** of respondents relieve stress

46% of respondents think complete nutrition is important in pet food

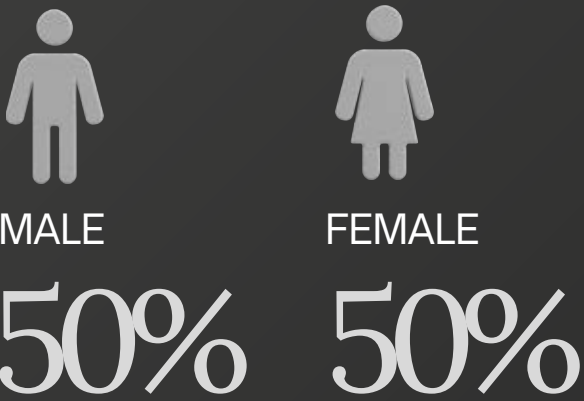
Cats and dogs are commonly fed three times a day



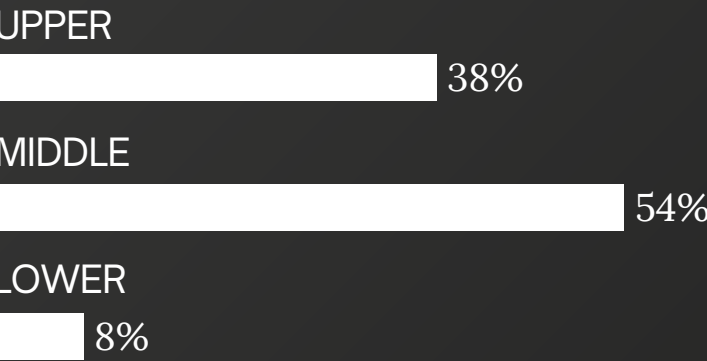
DEMOGRAPHIC PROFILE

n= 1254 respondents

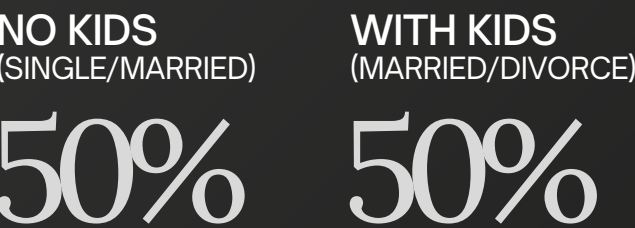
GENDER



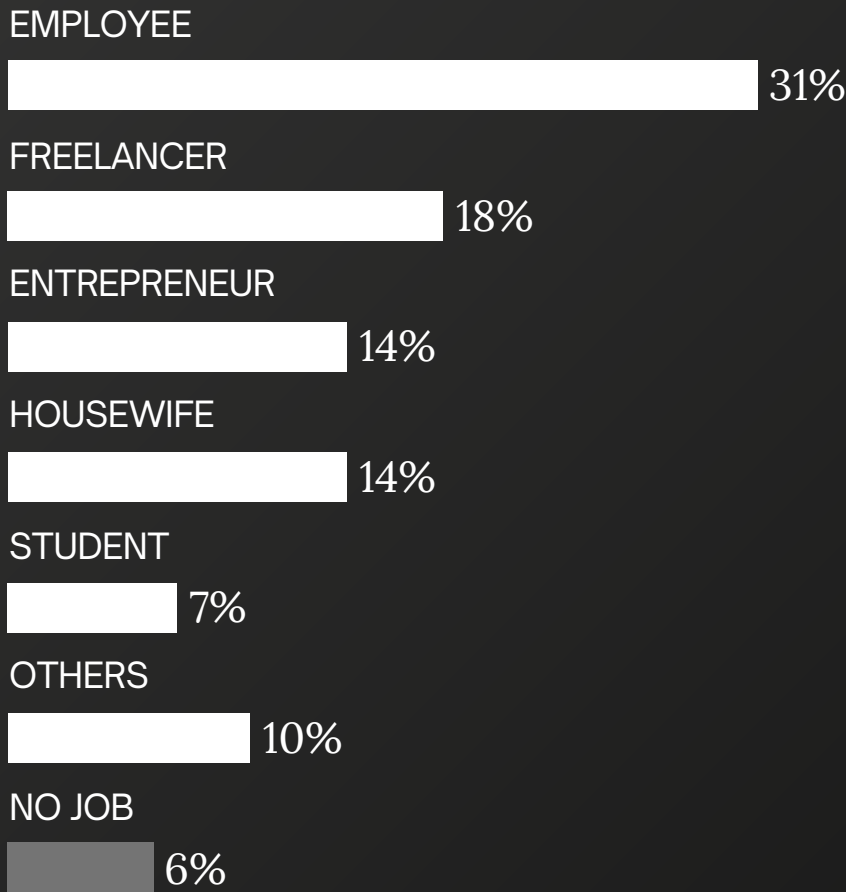
SES



PARENTAL STATUS



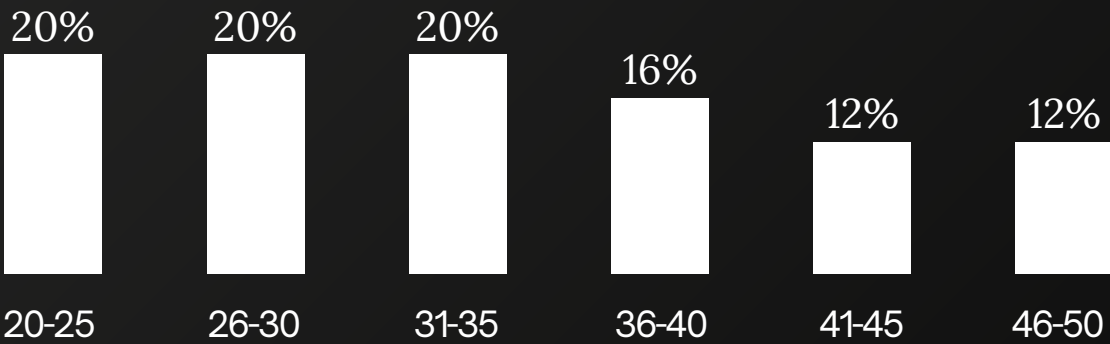
OCCUPATION



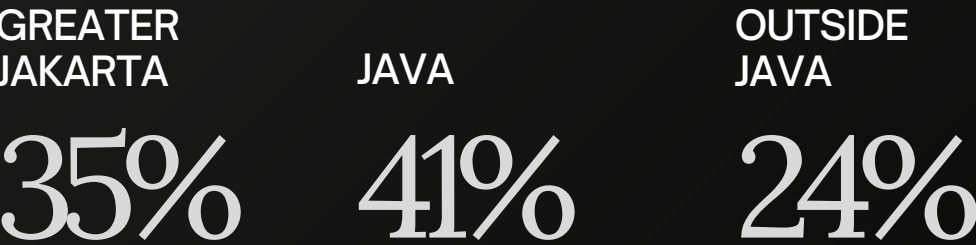
AGE COHORT



AGE GROUP



AREA*



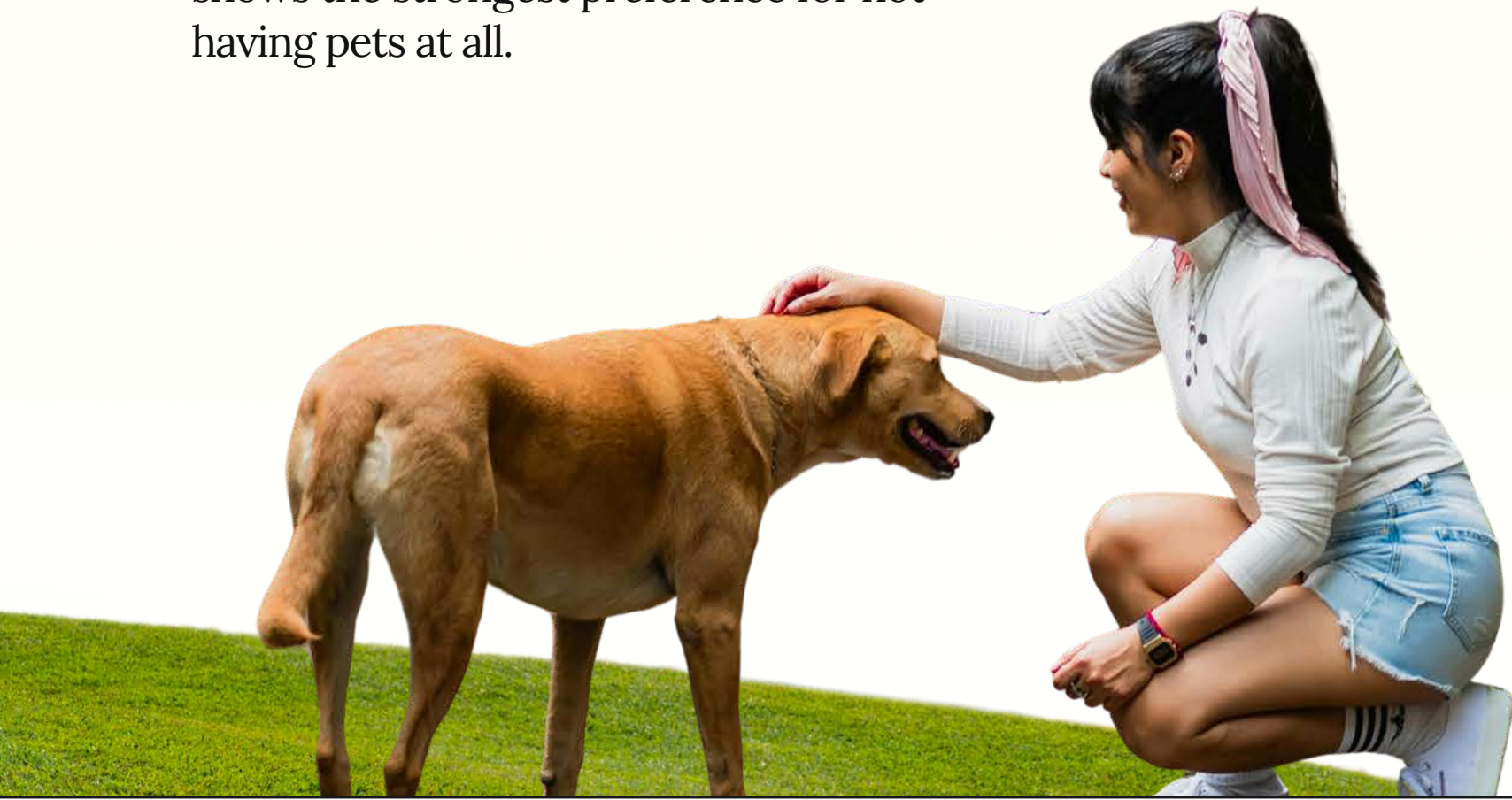
*AREA:

- Greater Jakarta: Central Jakarta, West Jakarta, South Jakarta, East Jakarta, North Jakarta, Thousand Islands Regency, Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency, Tangerang City, Tangerang Regency, South Tangerang City.
- Java: West Java (except Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency), Banten (except Tangerang City, Tangerang Regency, South Tangerang City), Central Java, East Java, DI Yogyakarta.
- Outside Java (Big cities outside Java): Bali, Medan, Padang, Palembang, Pekanbaru, Bandar Lampung, Samarinda, Balikpapan, Manado, Makassar, Jayapura.

GEN Z LEADS THE DESIRE FOR FUTURE PETS

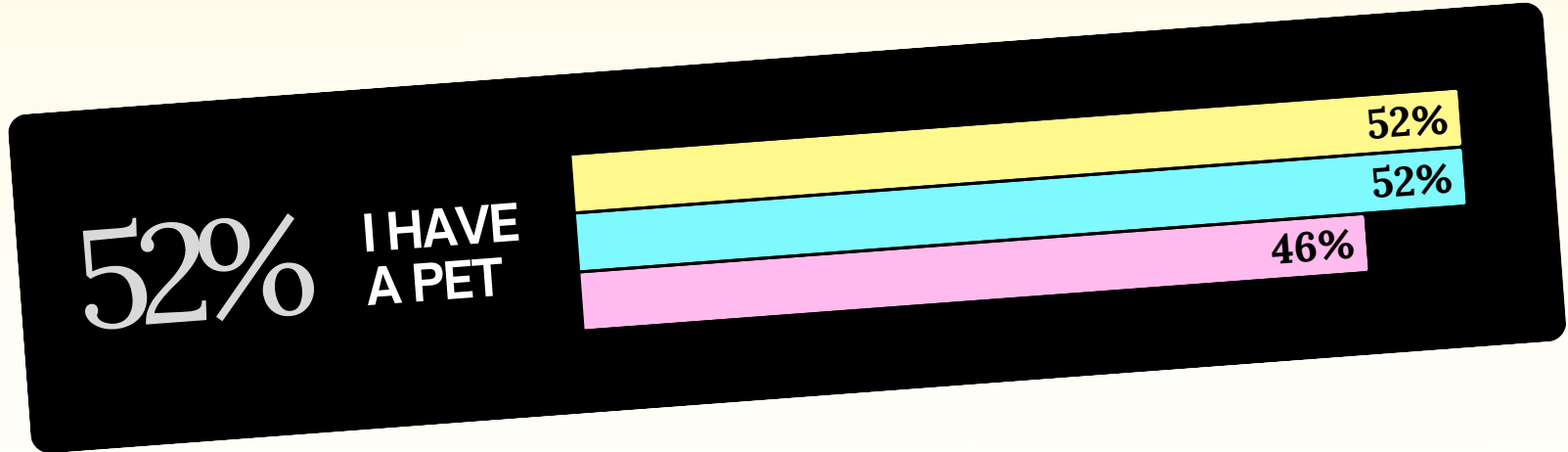
n= 1254 respondents

Most respondents already have a pet (52%), with ownership slightly higher among younger generation. A notable trend comes from Gen Z, where 21% don't have pets yet but plan to get one. Meanwhile, Gen X shows the strongest preference for not having pets at all.



WHICH ONE DESCRIBES YOUR SITUATION WITH PETS?

GEN Z MILLENNIALS GEN X



CATS DOMINATE FUTURE PET DREAMS

n= 203 respondents plan to have pet



WHAT KIND OF PET DO YOU PLAN TO HAVE?

MALE
FEMALE



58%

Cat

54%

64%



41%

Fish

47%

31%



16%

Bird

21%

7%



11%

Dog

12%

11%



11%

Ornamental Chicken

15%

3%

Cats are the top choice for future pets (58%), driven strongly by female respondents (64%). Meanwhile, fish, bird and decorative chickens attract more interest from men.

WHAT MAKES YOU NOT HAVE A PET EVEN THOUGH YOU WANT ONE?

■ GEN Z
■ MILLENNIALS
■ GEN X

STILL UNSURE NOT ABLE TO TAKE RESPONSIBILITY FOR A PET

44%



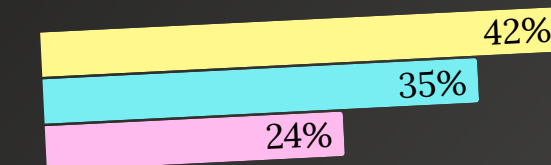
CURRENT LIVING SPACE IS TOO SMALL FOR A PET

39%



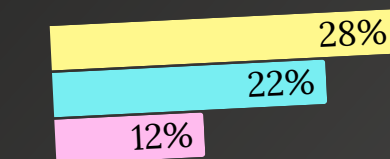
DON'T HAVE ENOUGH MONEY

37%



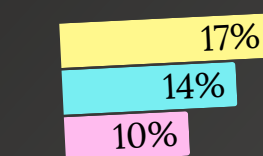
NO TIME TO TAKE CARE OF IT

24%



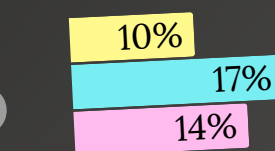
CURRENT PLACE DOESN'T ALLOW PETS

15%



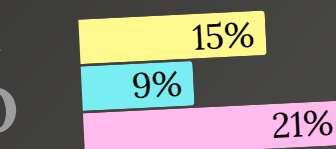
STILL CHOOSING THE RIGHT PET TO KEEP

13%



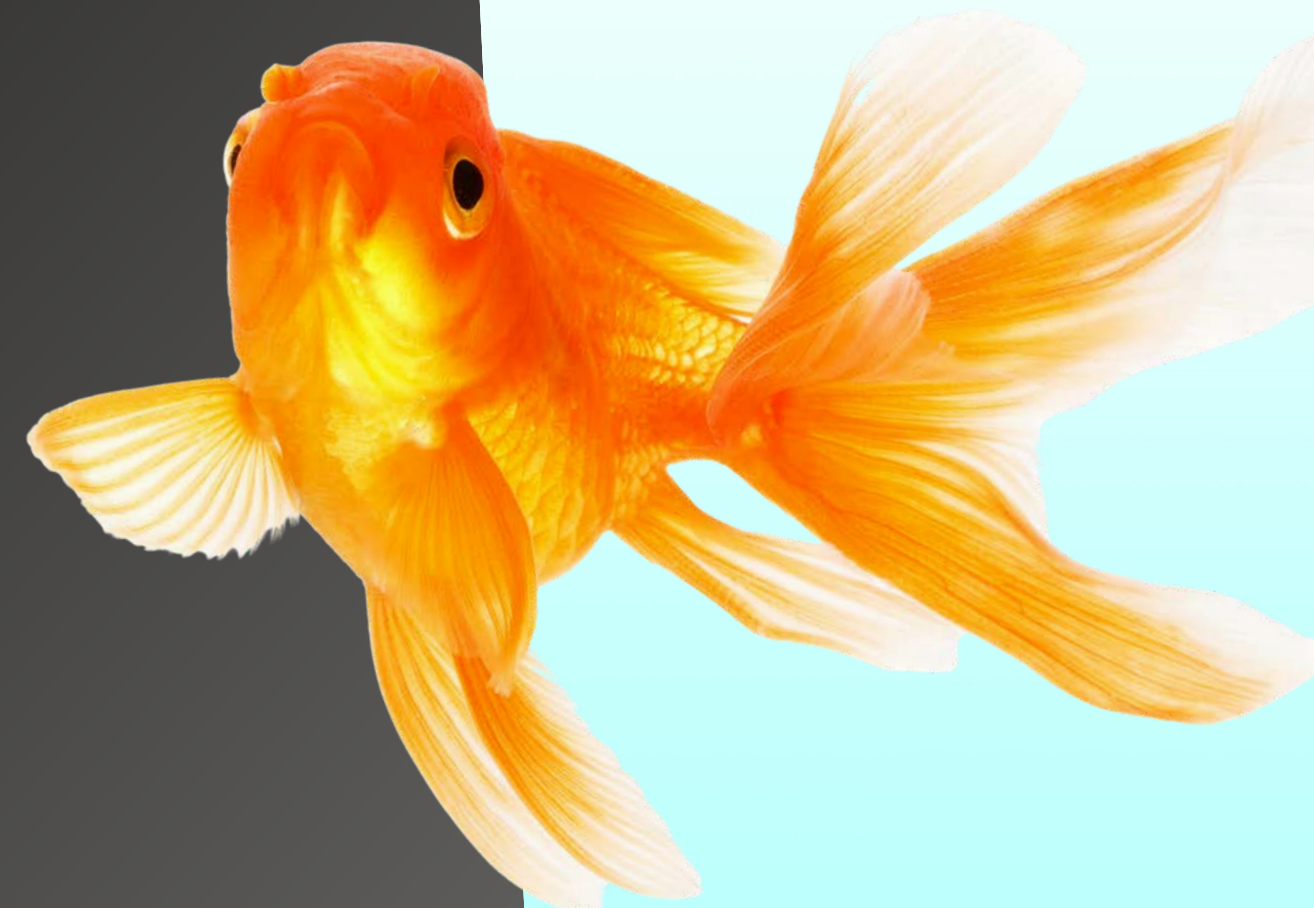
HAVEN'T GOT PERMISSION FROM FAMILY

13%



FEAR OF RESPONSIBILITY TOPS THE LIST FOR FUTURE PET OWNERS

n= 203 respondents plan to have pet



The biggest barrier to getting a pet is the fear of not being ready for the responsibility (44%), especially among Gen Z.

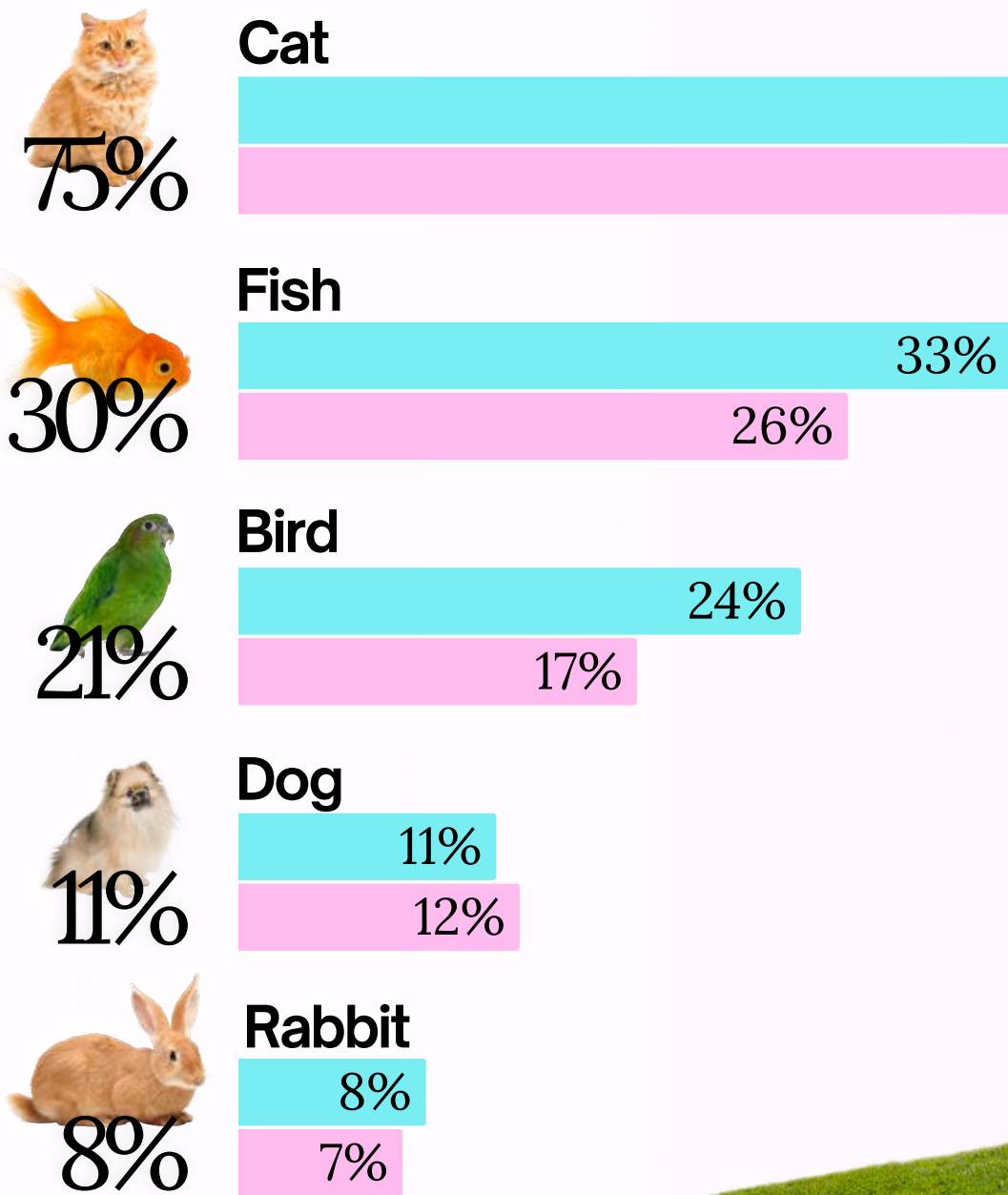
Space limitations and financial constraints also play a major role, with Gen X struggling most with space and Gen Z most affected by cost.

2 OUT OF 5 CAT OWNERS GOT THEIR FUR FRIEND FROM THE STREET

WHAT KIND OF PET DO YOU HAVE?

n= 647 pet owners

MALE
FEMALE



Cats overwhelmingly dominate pet ownership at 75%, with the highest numbers among male respondents. Fish and bird follow as the next most common pets. Meanwhile, dog and rabbit remain niche.

WHERE DID YOU GET THE DOG?

n= 74 dog owners



WHERE DID YOU GET THE CAT?

n= 487 cat owners



More than half of dog owners received their furry companions as gifts from friends or family. In contrast, only 32% of cat owners acquired their pets this way, while 38% rescued theirs from the streets.

PETS ARE TOP STRESS RELIEVERS AND HOME COMPANIONS

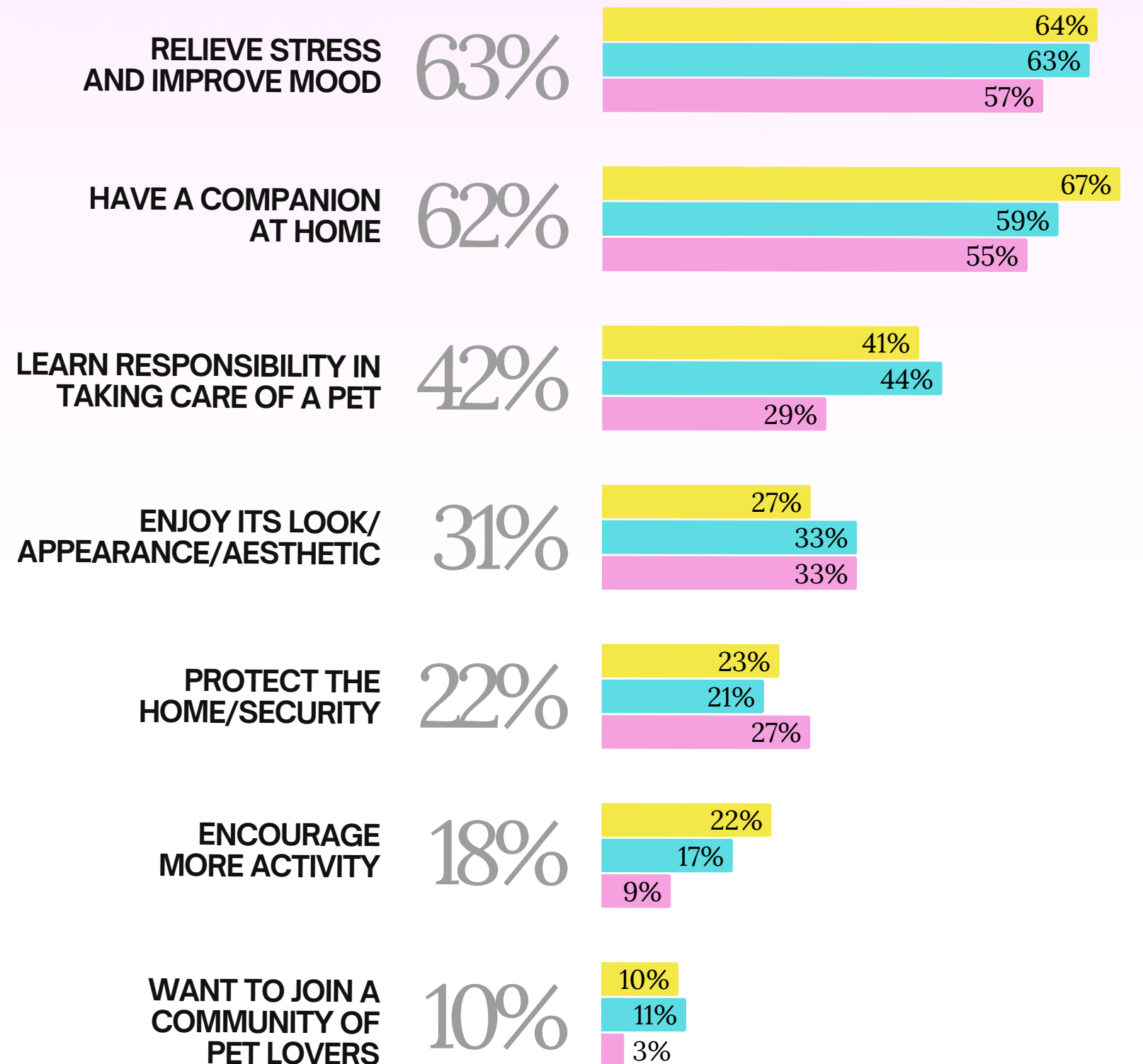
n= 647 pet owners

Most respondents keep pets to relieve stress and improve mood (63%) or simply for companionship at home (62%), with Gen Z slightly more focused on companionship.

Learning responsibility is also a key reason, especially among younger generations. Other motivations like aesthetics and home security favor by Gen X.

WHAT IS YOUR REASON FOR HAVING A PET?

GEN Z MILLENNIALS GEN X



MOST PETS ARE FED 2-3 TIMES A DAY

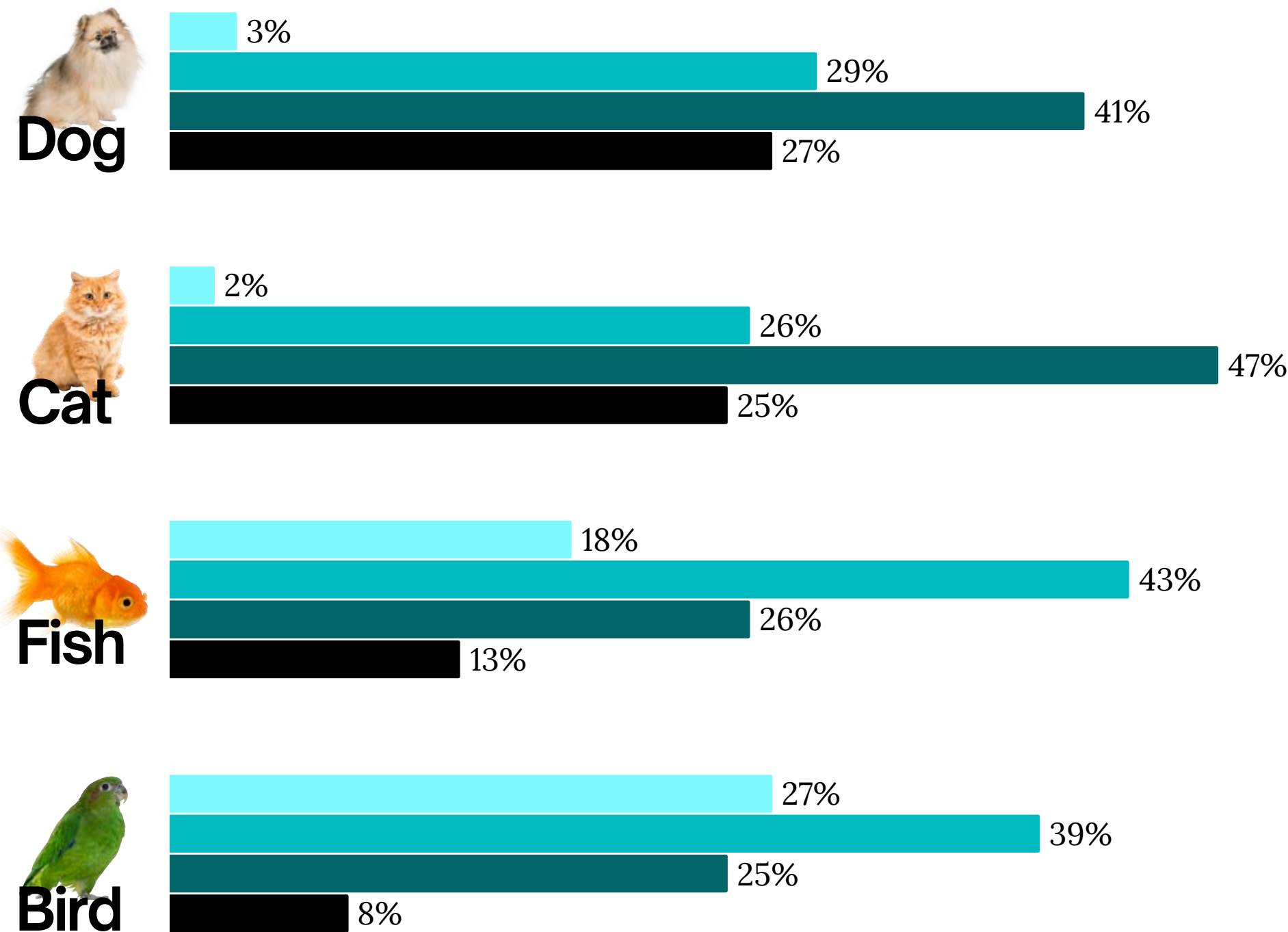
n= 647 pet owners



Indonesian pet owners generally feed their animals 2-3 times daily, with cat and dog most often fed three times a day. Fish and birds are slightly more likely to be fed twice a day. Feeding patterns reflect both pet type and care routines.

HOW MANY TIMES DO YOU FEED YOUR PET IN A DAY?

ONCE A DAY 2 TIMES A DAY 3 TIMES A DAY > 3 TIMES A DAY



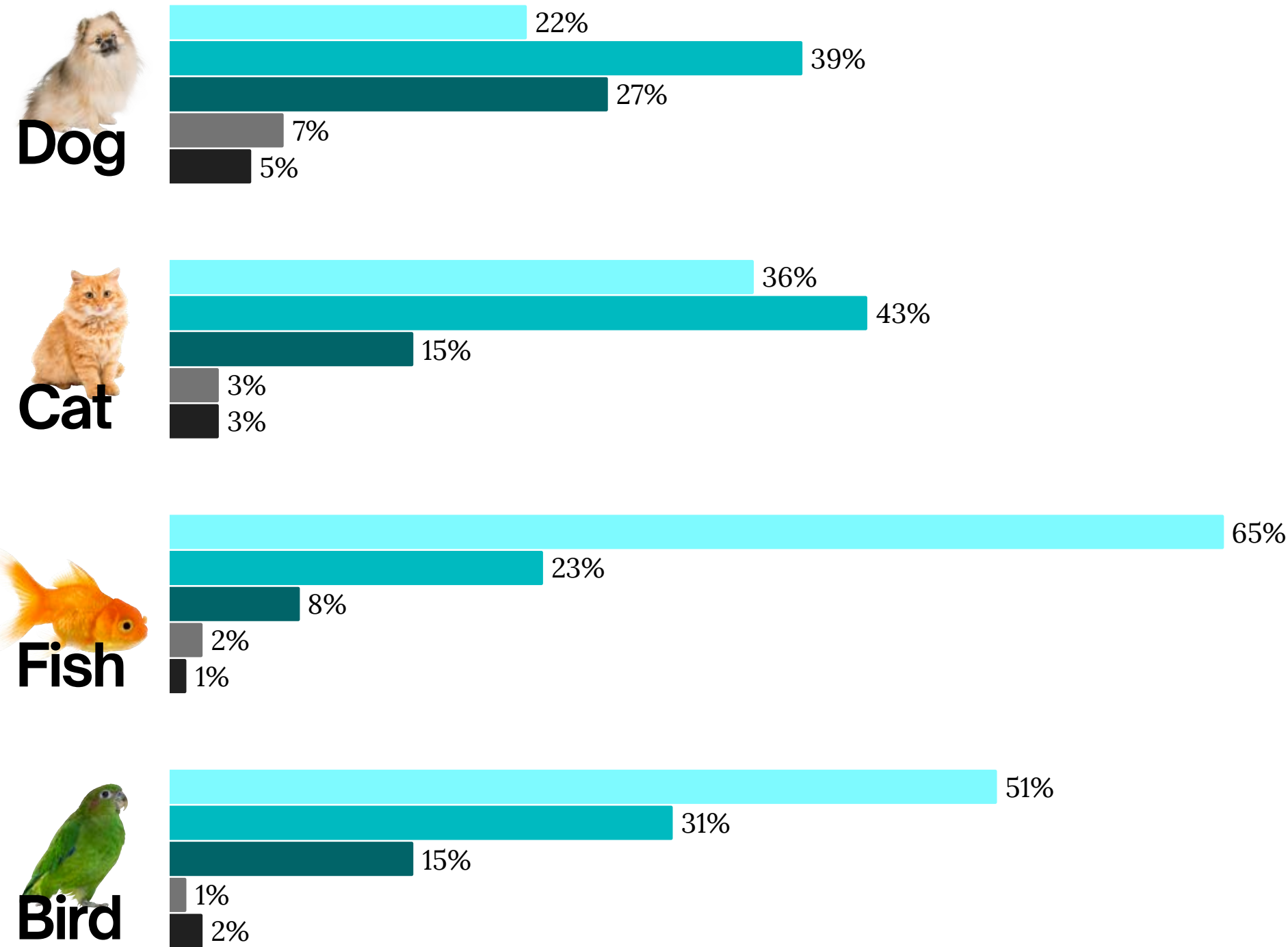
THE COST OF OWNING DOGS AND CATS IS HIGHER THAN THAT OF OTHER PETS

n= 647 pet owners

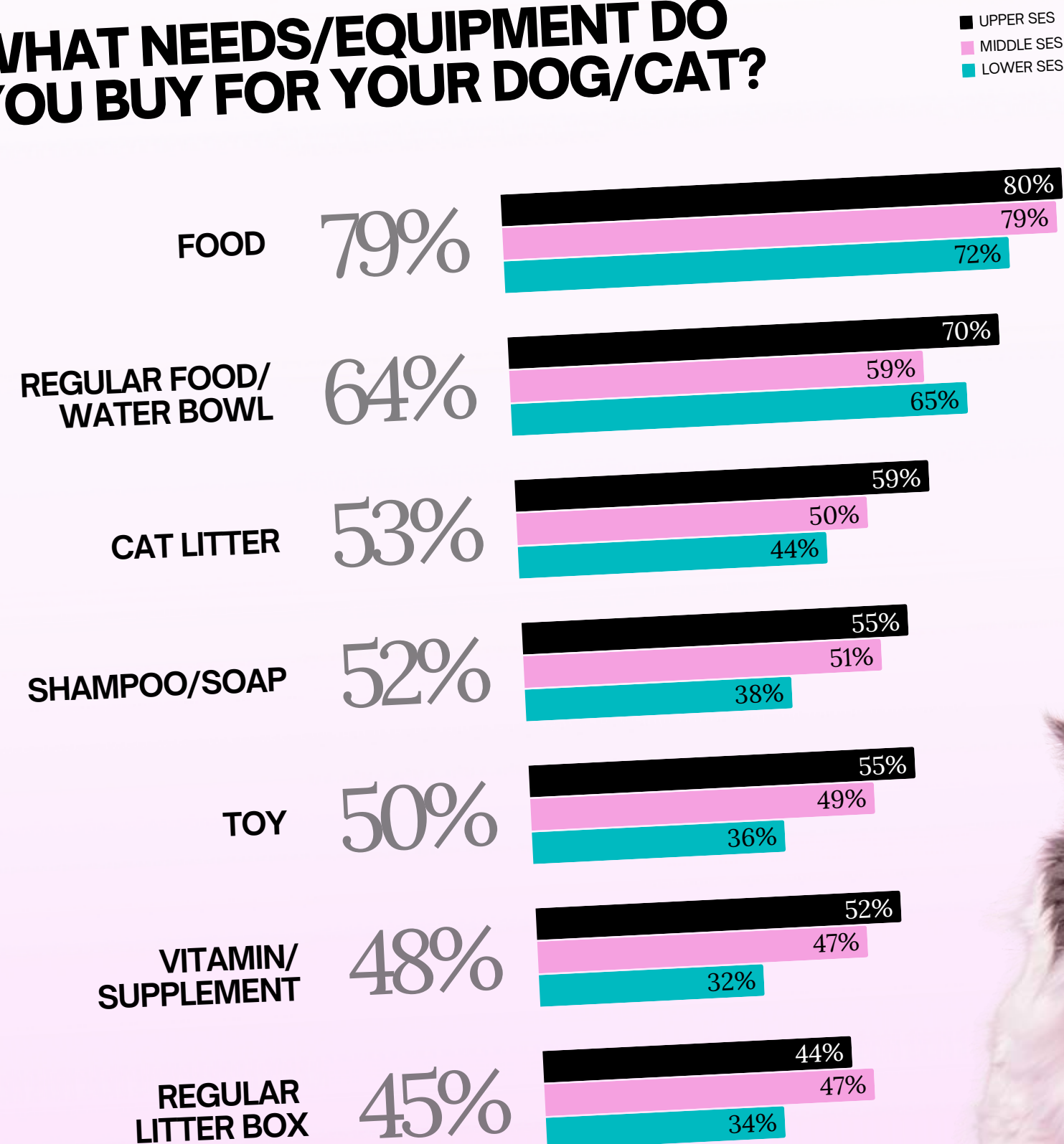
For most pet owners, monthly spending on pet food and drinks is under IDR 300k, with fish and birds usually costing less than IDR 100K. Cats and dogs are the priciest, with 15–27% of owners spending between IDR 300–750K.

HOW MUCH DO YOU SPEND ON BUYING FOOD AND DRINK FOR YOUR PET PER MONTH?

■ LESS THAN IDR 100K ■ IDR 100-300K ■ IDR 300-750K ■ IDR 750K-1M ■ >IDR 1M



WHAT NEEDS/EQUIPMENT DO YOU BUY FOR YOUR DOG/CAT?



UPPER SES PET OWNERS ARE THE MOST LIKELY TO PROVIDE VITAMINS AND SUPPLEMENTS FOR THEIR PETS

n= 533 dog/cat owners



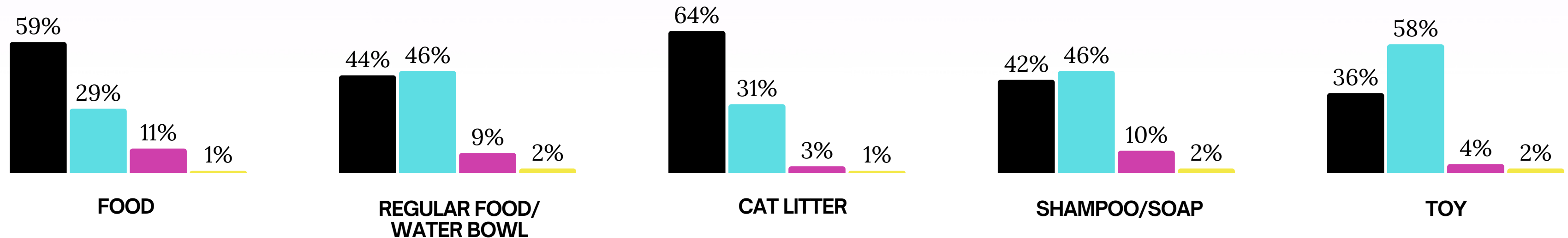
Most Indonesian dog and cat owners buy food (79%) and basic feeding supplies like bowls (64%). Beyond the basics, items like litter, shampoo, toys, and vitamins are also common, especially for upper SES owners who invest more in enrichment. Play and health-related items show clear differences by SES, reflecting varied priorities in pet care.

PET SHOPS ARE THE MOST PREFERRED PLACE TO BUY PET SUPPLIES

n= 533 dog/cat owners

WHERE DO YOU USUALLY BUY THOSE SUPPLIES?

■ PET SHOP ■ MARKETPLACE/E-COMMERCE ■ SUPERMARKET/MINIMARKET ■ VETERINARY CLINIC



Physical pet shops remain popular for essentials such as food, bowls, and litter. While supermarkets and clinics play a smaller role. Indonesian pet owners mostly buy supplies like toys through e-commerce platforms such as Shopee, Tokopedia, TikTok Shop, etc.

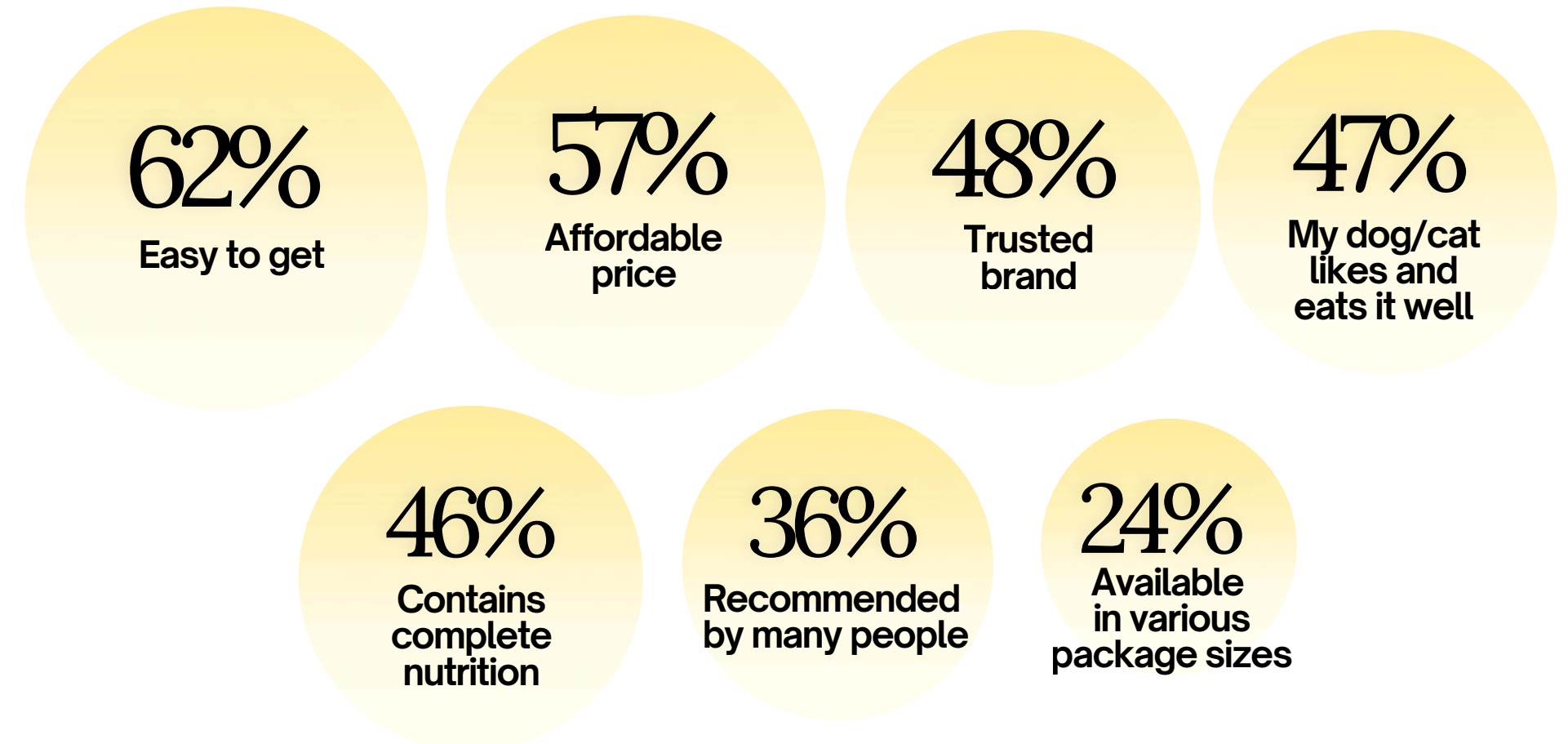


MOST PET OWNERS CHOOSE THEIR PET FOOD BASED ON ITS AVAILABILITY AND COST

n= 533 dog/cat owners

Most pet owners select food based on availability (62%) and affordable price (57%). Trusted brands (48%) and pet preference (47%) also influence choices, while nearly half (46%) consider complete nutrition important.

WHAT IS YOUR REASON FOR CHOOSING PET FOOD BRAND?





HAPPY DOG AND PEDIGREE COMPETING IN THE DOG FOOD MARKET

n= 74 dog
owners

WHAT DOG FOOD BRAND DO YOU KNOW?

	HAPPY DOG	65%
	PEDIGREE	63%
	ROYAL CANIN	56%
	MR.VET	42%
	PRO PLAN	32%

WHAT BRAND DO YOU FEED YOUR DOG?

	HAPPY DOG	42%
	PEDIGREE	41%
	ROYAL CANIN	35%
	MR.VET	20%
	ALPO	20%

Among Indonesian dog owners, Happy Dog (65%) and Pedigree (63%) are the most recognized brands, followed by Royal Canin at 56%. Awareness drops sharply beyond the top three.

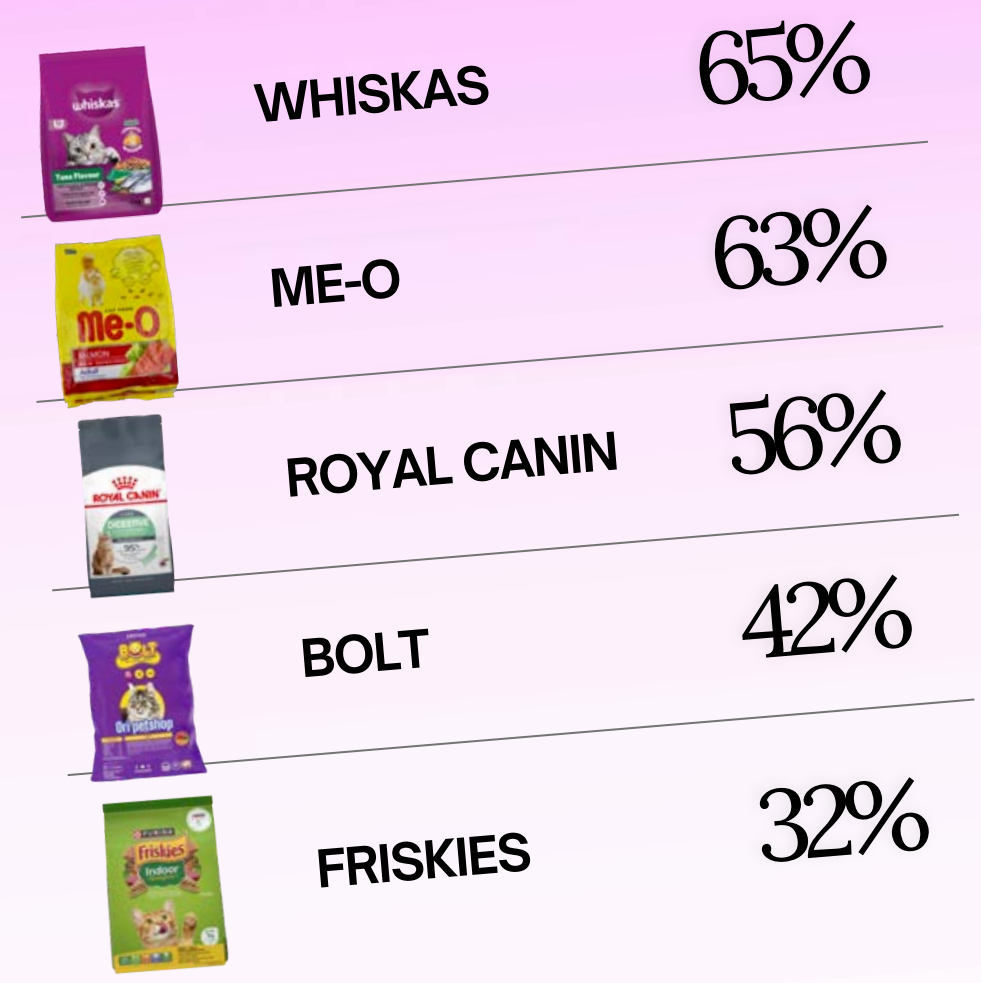
When it comes to feeding, owners mostly choose Happy Dog (42%) and Pedigree (41%), with Royal Canin next at 35%. This shows that dog owners tend to stick with familiar and trusted choices.



WHISKAS DOMINATES BOTH AWARENESS AND USAGE AMONG CAT OWNERS

n= 487 cat owners

WHAT CAT FOOD BRAND DO YOU KNOW?



WHAT BRAND DO YOU FEED YOUR CAT?

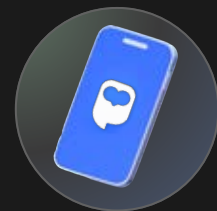


Among Indonesian cat owners, Whiskas stands out as the most familiar brand (79%), with Me-O (58%) and Royal Canin (50%) following behind. Recognition for brands like Bolt and Friskies is noticeably lower.

In terms of actual feeding habits, Whiskas is also the top choice (55%). Me-O comes next at 34%, while Bolt is chosen by 23%. Premium options such as Royal Canin are used by fewer owners (21%), indicating that while many know the brand, everyday feeding choices lean toward products that feel more affordable and accessible.

Turn Your Surveys Into Actionable Insights

Jakpat equips researchers with tools to transform raw responses into insights.



Jakpat App

Create and distribute surveys effortlessly to Jakpat's profiled respondents or your own audience via Jakpat Lite.



OE Clustering

Instantly categorize open-ended responses into structured insights for easier analysis.



Topsight

Simplify advanced analysis with automated crosstabs, product comparisons, and instant visualizations.



Integration Platforms

You can connect Jakpat with popular survey platforms, including Google Forms, SurveyMonkey, Typeform, and Jotform.



Affordable Access

Gain access to hundreds of respondents without leaving your preferred survey platform, with pricing starting from **Rp1.000.000.**

⚡ Fast analysis | 📊 Automated crosstab | ✅ Reach profiled respondents

EXPLORE JAKPAT RESEARCH TOOLS



Looking for More Insights?

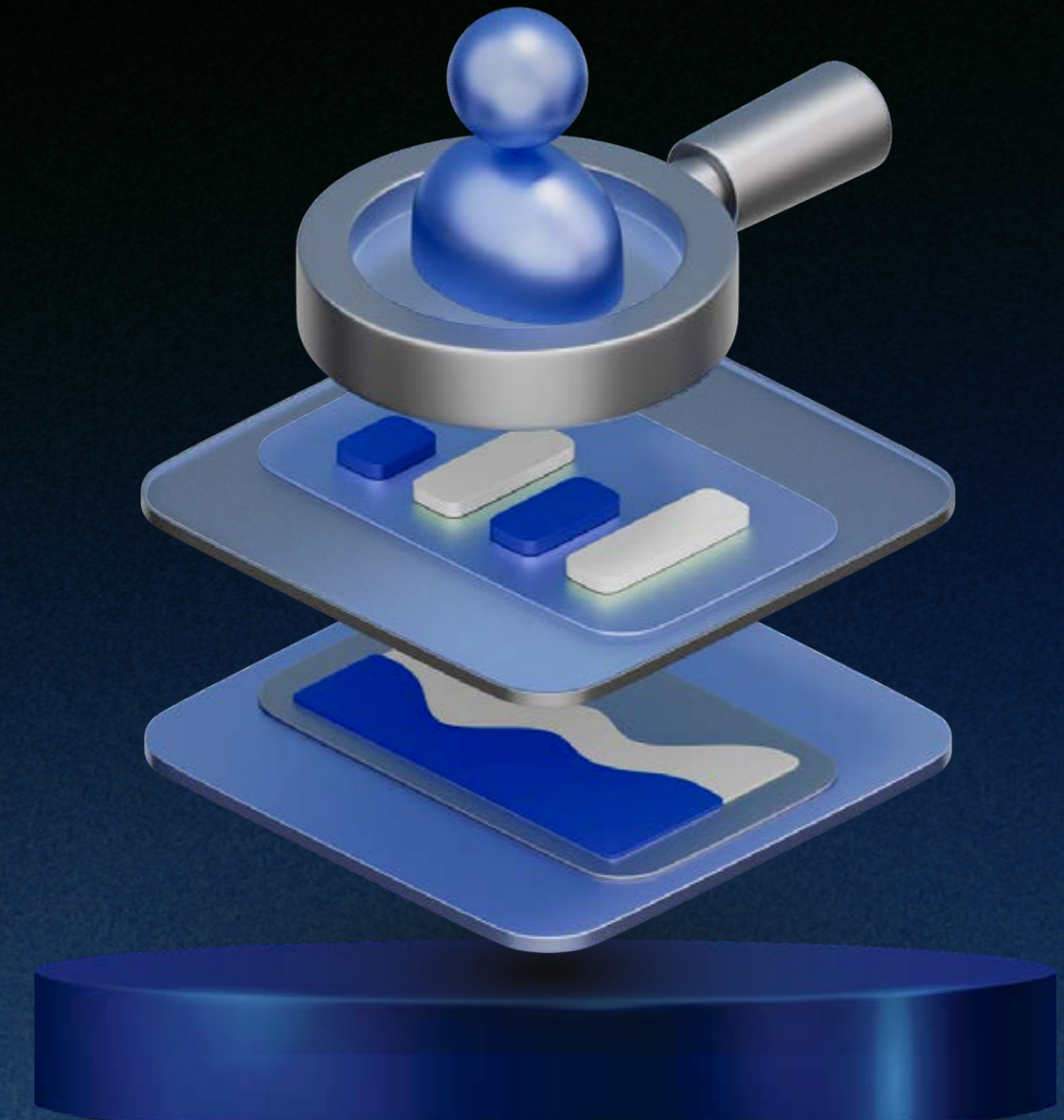
Jakpat provides a wide range of research reports covering consumer behavior, industry trends, and market insights.

EXPLORE REPORTS

 insight.jakpat.net

PURCHASE REPORTS/ACCESS TOPSIGHT

 insightjakpat.myr.id



1M+ Managed Mobile Panelists Across Indonesia



Rapid Turnaround

Send surveys to these panels and receive a completed report within 2 to 3 hours.



Expert Guidance

Work with research experts to formulate questionnaires, define target segments, and create custom reports tailored to your specific business needs.



Real-Time Results

The system collects responses from across Indonesia in real-time, allowing you to sit back while the data is gathered.



Need a custom survey report
for your business?

 partner@jakpat.net

 +62 821 3719 1522

