

CHINA CROSSROADS

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China's Pet Economy: Pawspectives on Lifestyles, Premiumization, and Innovation in Pet Service Retail

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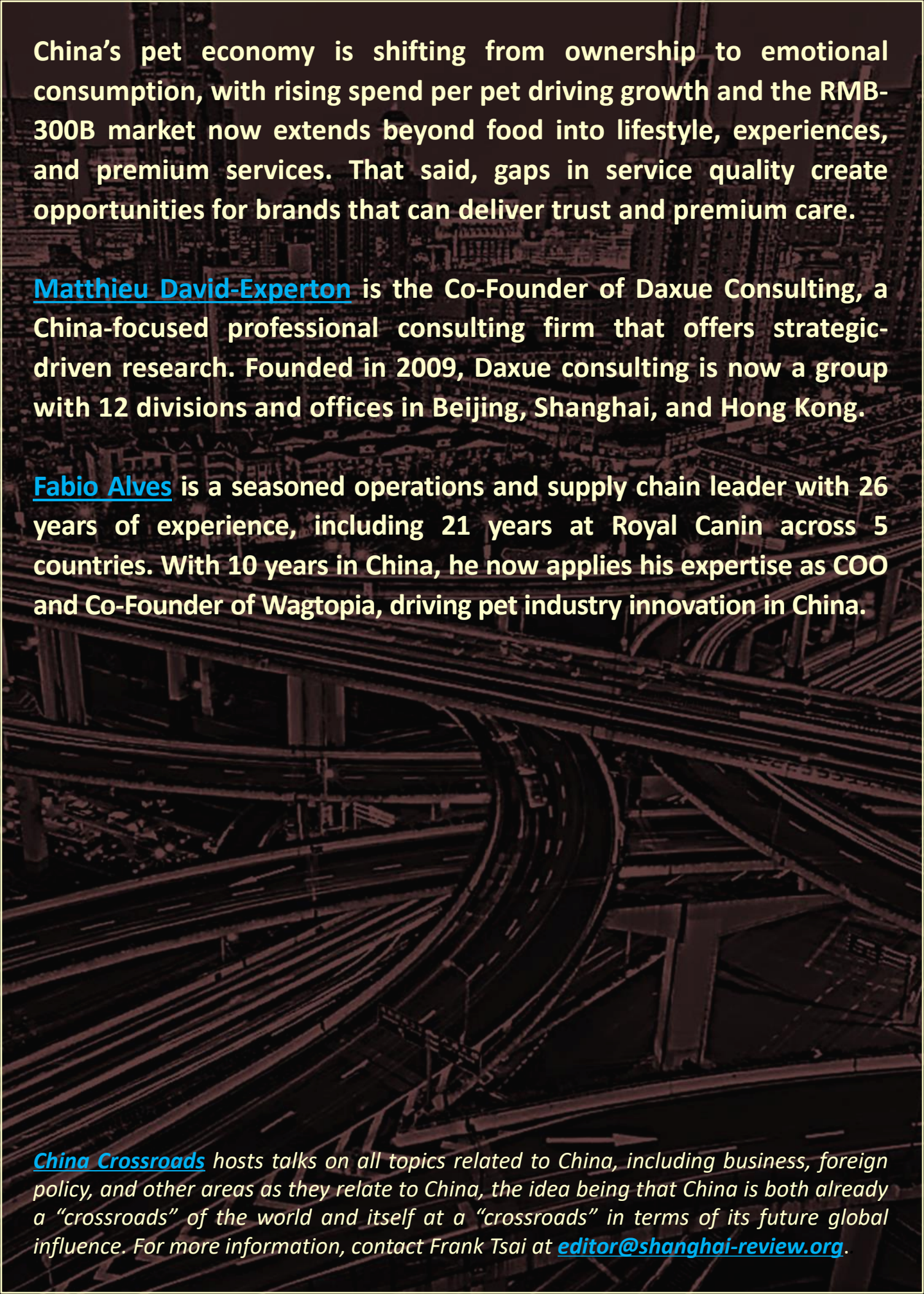


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China's pet economy is shifting from ownership to emotional consumption, with rising spend per pet driving growth and the RMB-300B market now extends beyond food into lifestyle, experiences, and premium services. That said, gaps in service quality create opportunities for brands that can deliver trust and premium care.

[Matthieu David-Experton](#) is the Co-Founder of Daxue Consulting, a China-focused professional consulting firm that offers strategic-driven research. Founded in 2009, Daxue consulting is now a group with 12 divisions and offices in Beijing, Shanghai, and Hong Kong.

[Fabio Alves](#) is a seasoned operations and supply chain leader with 26 years of experience, including 21 years at Royal Canin across 5 countries. With 10 years in China, he now applies his expertise as COO and Co-Founder of Wagtopia, driving pet industry innovation in China.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.