

Pet Care in Malaysia

Market Direction | 2023-05-04 | 54 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Dog food saw a lower rate of retail volume growth in 2022-23 due to a decline in dog adoptions as local consumers returned to pre-pandemic levels of activity outside of the home. In addition, the fragile economic climate means fewer consumers can afford to keep pets. (This has led to an increased number of abandoned pets in Malaysia.) However, dog owners in Malaysia are increasingly concerned about nutrition, and the rise of premium options led to accelerating current retail value growth in 2022...

Euromonitor International's Pet Care in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Pet Food, Pet Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Pet Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Pet Care in Malaysia
Euromonitor International
May 2023

List Of Contents And Tables

PET CARE IN MALAYSIA

EXECUTIVE SUMMARY

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 1 Pet Populations 2018-2023

MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2018-2023

Table 3 Sales of Pet Care by Category: Value 2018-2023

Table 4 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 5 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 6 NBO Company Shares of Pet Food: % Value 2018-2022

Table 7 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 10 □ Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 11 □ Distribution of Pet Care by Format: % Value 2018-2023

Table 12 □ Distribution of Pet Care by Format and Category: % Value 2023

Table 13 □ Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 14 □ Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 15 □ Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 16 □ Forecast Sales of Pet Care by Category: Value 2023-2028

Table 17 □ Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 18 □ Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

DOG FOOD IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mid-priced dry dog food and premium wet dog food perform well in current value terms but retail volume growth decelerates

International and domestic players compete through distribution, promotion and new products in 2022 and 2023

Growing awareness of canine nutritional needs and player desire for differentiation stimulates growth of premium dog food

PROSPECTS AND OPPORTUNITIES

Inflation will continue to reduce spending power over the forecast period, especially among low and middle-income consumers

Pet exhibitions will generate interest in the category over the forecast period

Limited growth in the dog population will force players to innovate to encourage sales

CATEGORY INDICATORS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Dog Owning Households: % Analysis 2018-2023

Table 20 Dog Population 2018-2023

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 2 Dog Food by Price Band 2023

Table 22 Sales of Dog Food by Category: Volume 2018-2023

Table 23 Sales of Dog Food by Category: Value 2018-2023

Table 24 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 25 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 26 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 28 □NBO Company Shares of Dog Food: % Value 2018-2022

Table 29 □LBN Brand Shares of Dog Food: % Value 2019-2022

Table 30 □LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 31 □Distribution of Dog Food by Format: % Value 2018-2023

Table 32 □Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 33 □Forecast Sales of Dog Food by Category: Value 2023-2028

Table 34 □Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

CAT FOOD IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation benefits economy and mid-priced cat food in 2022-23

Pet humanisation trend is visible in new product development in cat food, as players diversify product ranges

Players participate in the pet expo in 2022, boosting sales of cat food

PROSPECTS AND OPPORTUNITIES

Economy and mid-priced cat food will prosper over the forecast period, while pet owners will continue to pamper their cats with cat treats

E-commerce to see fast channel growth as players continue online campaigns

Increasing number of new ingredients predicted to affect price of economy and mid-priced cat food

CATEGORY INDICATORS

Table 36 Cat Owning Households: % Analysis 2018-2023

Table 37 Cat Population 2018-2023

Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 3 Cat Food by Price Band 2023

Table 39 Sales of Cat Food by Category: Volume 2018-2023

Table 40 Sales of Cat Food by Category: Value 2018-2023

Table 41 Sales of Cat Food by Category: % Volume Growth 2018-2023

Table 42 Sales of Cat Food by Category: % Value Growth 2018-2023

Table 43 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023

Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 45 □NBO Company Shares of Cat Food: % Value 2018-2022

Table 46 □LBN Brand Shares of Cat Food: % Value 2019-2022

Table 47 □LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 48 □Distribution of Cat Food by Format: % Value 2018-2023

Table 49 □Forecast Sales of Cat Food by Category: Volume 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 50 □Forecast Sales of Cat Food by Category: Value 2023-2028

Table 51 □Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 52 □Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

OTHER PET FOOD IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bird food and small mammal/reptile food see slower growth as populations decline

Other pet food suffers from a lack of availability across retail channels and limited marketing activity

Inflation and product maturity limit developments for players in other pet food

PROSPECTS AND OPPORTUNITIES

Players will boost brand awareness by increasing e-commerce presence

Fish food likely to see weak value growth over the forecast period, leading domestic players to expand fish breeds

Declining popularity of other pets will see other pet food players focus on cat and dog food instead

CATEGORY INDICATORS

Table 53 Other Pet Population 2018-2023

CATEGORY DATA

Table 54 Sales of Other Pet Food by Category: Volume 2018-2023

Table 55 Sales of Other Pet Food by Category: Value 2018-2023

Table 56 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 57 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 58 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 59 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022

Table 61 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 62 □Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 63 □Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 64 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 65 □Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

PET PRODUCTS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pet products faces challenges as inflation reins in spending and marketing activity dwindles

Cat litter sees weaker current value growth but remains an essential product with new product developments

Rising sales through e-commerce and conveniently located, affordable hypermarkets and supermarkets

PROSPECTS AND OPPORTUNITIES

Cat litter expected to prosper thanks to its essential nature and new product launches

Consumers will value in-person advice at pet shops and pet superstores but e-commerce will gain ground

Players from other categories set to move into pet products in the coming years

CATEGORY DATA

Table 66 Sales of Pet Products by Category: Value 2018-2023

Table 67 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 68 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 69 Sales of Other Pet Products by Type: % Value 2018-2023

Table 70 NBO Company Shares of Pet Products: % Value 2018-2022

Table 71 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 72 Distribution of Pet Products by Format: % Value 2018-2023

Table 73 Forecast Sales of Pet Products by Category: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 74 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

Pet Care in Malaysia

Market Direction | 2023-05-04 | 54 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com