

Pet Care in Malaysia

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

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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.

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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

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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

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

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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

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PROSPECTS AND OPPORTUNITIES

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