

## **Cat Food in Malaysia**

Market Direction | 2023-05-04 | 27 pages | Euromonitor

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### **Report description:**

Although cat food saw growth in both volume and current value terms in 2022 and 2023, inflation is applying significant downward pressure on consumer purchasing power, impacting premium brands. In response, local manufacturers have engaged with local pet shops to offer economy and mid-priced dry cat food. Examples include Glory Cat and Sincere Cat.

Euromonitor International's Cat Food 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: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

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

Why buy this report?

- \* Get a detailed picture of the Cat Food 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.

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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

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