

Pet Products in Malaysia

Market Direction | 2023-05-04 | 23 pages | Euromonitor

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Report description:

The surge in living costs due to inflation is limiting spending more on other pet products, especially toys, and pet healthcare, unless pet health issues are persistent. At the same time, there is little marketing activity on the importance of preventative pet healthcare, such as supplementation. Moreover, the increase in fortified ingredients added (calcium, iron, vitamins, and mineral) to cat and dog food discourages pet owners from purchasing pet healthcare in retail channels.

Euromonitor International's Pet Products 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 Litter, Other Pet Products, Pet Healthcare.

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 Products 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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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

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