

Malaysia Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

Market Report | 2022-11-09 | 286 pages | Mordor Intelligence

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Report description:

The Malaysia Pet Food Market size is estimated at USD 317.30 million in 2024, and is expected to reach USD 443.03 million by 2029, growing at a CAGR of 6.90% during the forecast period (2024-2029).

Cat food dominated the Malaysian pet food market due to the large pet cat population in the country

- Pets in Malaysia are an integral part of many households. The growing trend of pet humanization made Malaysian pet owners more conscious about ensuring the best nutrition. As a result, the pet food market grew by 37.2% between 2017 and 2022, driven by an increase in the pet population of 30.5% during the same period.
- Cat food is the largest and fastest-growing market in the country, with a projected CAGR of 9.0% during the forecast period, owing to the significant increase in the cat population, which grew by more than 50% between 2017 and 2022. The increasing cat population also increased the demand for cat food products in the country. Cats are gaining popularity as pets due to their low maintenance requirements and cost-effectiveness.
- In the Malaysian pet food market, the dog food segment held the second-largest market share, valued at USD 73.9 million in 2022. This growth can be due to the growing number of dog owners shifting from home-cooked food to commercial pet food in the country, along with the growing expenditures on dogs. As a result, the dog food segment grew from USD 57.5 million in 2017 to USD 73.9 million in 2022.
- Other animals include birds, small mammals, and rodents. The increasing adoption of other animals in Malaysia is driven by a growing interest in these non-traditional pets. As a result, the other pets segment was valued at USD 56.5 million in 2022.
- The pet food market in the country is expected to be driven by the growing consumer interest in pet adoption and the increasing expenditures on pets, coupled with the growing awareness of pet nutrition and diet.

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Malaysia Pet Food Market Trends

Increasing trend of cat cafes and less maintenance associated with cats are driving their population in the country

- Cats are extremely popular as pets in Malaysia, with a pet cat population that made up 55.3% of the total pet population as of 2022. This dominance of the pet cat population is primarily due to the fact that a significant number of cats live on the streets in Malaysia, and local residents frequently feed and care for them. As a result, cats are more likely to be adopted by people than dogs. Cats are generally less expensive to own than dogs, as they require less food and veterinary care.
- Between 2019 and 2022, the pet cat population in Malaysia grew by about 32.2%, mainly due to the COVID-19 pandemic, as people spent more time at home due to lockdowns and movement restrictions, leading many to seek pets, including cats, for companionship. As of 2020, the pet cat population in the country was 147.7% higher than dogs, and the overall cat population in the country is expected to reach 1.3 million by the end of 2025. This growth can be attributed to several factors, including increased pet adoption rates, the popularity of cats as pets, and the mental health benefits associated with owning a pet cat.
- The number of households owning a pet cat has steadily increased over the years, from 600 thousand in 2016 to 650 thousand in 2020. This growth can be attributed to the rising awareness of the benefits of pet ownership, the increased availability of resources for cat care and maintenance, and the increasing trend in cat cafes, where people enjoy their coffee by relaxing and playing with cats. Overall, these factors may contribute to the significant growth of the pet cat population in Malaysia during the forecast period.

Increasing demand for specific nutrition to address health concerns in pets and growing premiumization are driving pet expenditure in Malaysia

- In Malaysia, pet food expenditure increased by about 17.9% between 2019 and 2022, mainly attributed to the growing pet humanization, which resulted in a greater demand for premium products like natural pet food and grain-free pet food. The increasing pet owner's focus on their pet health has contributed to the growing trend of pet expenditure.
- The pet food expenditure on cats increased by about 22.3%. For dogs, it rose by 21.4%, while other animals' food expenditure increased by about 8.6% between 2019 and 2022. Pet owners in Malaysia are increasingly focused on pet humanization, and higher-income pet owners are driving sales growth through the use of natural ingredients and product premiumization. For instance, the retail sales value of premium pet food brands such as Royal Canine saw a rise from USD 6.7 million in 2017 to USD 9.1 million in 2019, with a CAGR of 10.7%, reflecting the escalating demand for premium pet products.
- Pet food demand in the country is increasing, especially for specific nutrition that addresses safety and health concerns. This trend toward special diets and ingredients has led to a rise in the average unit price, particularly in the premium and super-premium segments. In 2020, premium-priced dog food made up 50.4% of total dry dog food sales, indicating a high demand for premium pet food. Offline retail stores, such as supermarkets and specialty stores, accounted for around 79.0% of pet food sales, and e-commerce accounted for 21.0% in 2022. The growing awareness of the benefits of high-quality pet food and the increasing premiumization of pet food are expected to continue driving pet expenditure in the country.

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Malaysia Pet Food Industry Overview

The Malaysia Pet Food Market is moderately consolidated, with the top five companies occupying 62.70%. The major players in this market are Colgate-Palmolive Company (Hill's Pet Nutrition Inc.), FARMINA PET FOODS, General Mills Inc., Mars Incorporated and Nestle (Purina) (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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