

## **Pet Products in Malaysia**

Market Direction | 2024-04-25 | 21 pages | Euromonitor

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### **Report description:**

Pet products is set to maintain solid current value growth in Malaysia in 2024, with growth across all categories. However, cat litter is expected to see by far the strongest increase. The cat population continued to rise in 2023, and this trend is set to continue in 2024. Cat ownership has been gradually increasing since animal shelters (SPCA, Paws) are actively participating in pet events to encourage adoption. In addition, cats are considered cheaper to keep, and require lower maintenance tha...

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 2019-2023, 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 2028 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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Euromonitor International  
April 2024

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Cat litter prospers as cat population grows the fastest of all pets in 2023 and 2024

Pet healthcare and other pet products experience slower growth in 2023, but value growth rebounds in 2024

International players retain their foothold in 2023

##### PROSPECTS AND OPPORTUNITIES

Cat litter likely to sustain strong value growth over the forecast period

Weakening of the local currency predicted to drive up prices for pet healthcare and other pet products

Players in pet healthcare predicted to expand their distribution to veterinary clinics over the forecast period

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