

Cat Food in Singapore

Market Direction | 2024-05-01 | 28 pages | Euromonitor

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Report description:

Overall, retail volume growth of cat food in Singapore is expected to see another year of slowdown in 2024, as the population of pet cats saw a slower increase in 2023, and this is set to continue in 2024. In addition, 2023 saw rising cases of pet abandonments, specifically for cats, as regulations regarding the repercussions for abandonments have been lacking, given that licensing for cat owners has not been made mandatory. Moreover, updated regulations regarding the ownership of pet cats are 0...

Euromonitor International's Cat Food in Singapore 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 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.

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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KEY DATA FINDINGS

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Slower volume growth for cat food, while value growth remains strong, driven by the pet humanisation trend

Lifting of 34-year ban on cat ownership in Housing Development Board (HDB) flats

Opposing drivers of rising cost-consciousness and premiumisation to coexist in cat food; diversified channel strategy to cater to the wide range of consumers

PROSPECTS AND OPPORTUNITIES

Potential for specialised formulations in the niche senior care segment in cat food

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