

Dog Food in Singapore

Market Direction | 2024-05-01 | 27 pages | Euromonitor

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Report description:

Developments in the population demographics in Singapore have supported growth in the dog population in Singapore. The proportion of the population aged above 65 increased over the past 10 years, from approximately 9% in 2014, to 18% 2024. The proportion of single households has also increased in a similar fashion, from approximately 13% in 2014, to 23% in 2024. Meanwhile, the birth rate and the marriage rate have been on a downward trend in Singapore over the years, as more of the younger gener...

Euromonitor International's Dog 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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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Table of Contents:

Dog Food in Singapore
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List Of Contents And Tables

DOG FOOD IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Minor rise in the dog population supports volume growth of dog food

Development of more targeted premium wet dog food for specific need states

Rise in popularity of single-ingredient and minimally processed dog treats

PROSPECTS AND OPPORTUNITIES

Frozen raw dog food to face challenges in uptake amongst local dog owners

E-commerce expected to retain its importance amongst dog owners, with the convenience of third-party marketplaces and rise of specialty DTC brands

New entrants and local players expected to expand their presence in the premium segment

CATEGORY INDICATORS

Table 1 Dog Owning Households: % Analysis 2019-2024

Table 2 Dog Population 2019-2024

Table 3 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 1 Dog Food by Price Band 2024

Table 4 Sales of Dog Food by Category: Volume 2019-2024

Table 5 Sales of Dog Food by Category: Value 2019-2024

Table 6 Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 7 Sales of Dog Food by Category: % Value Growth 2019-2024

Table 8 Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 9 Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 10 NBO Company Shares of Dog Food: % Value 2019-2023

Table 11 LBN Brand Shares of Dog Food: % Value 2020-2023

Table 12 LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 13 Distribution of Dog Food by Format: % Value 2019-2024

Table 14 Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 15 Forecast Sales of Dog Food by Category: Value 2024-2029

Table 16 Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 17 Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

PET CARE IN SINGAPORE

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2019-2024

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MARKET DATA

Table 19 Sales of Pet Food by Category: Volume 2019-2024

Table 20 Sales of Pet Care by Category: Value 2019-2024

Table 21 Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 22 Sales of Pet Care by Category: % Value Growth 2019-2024

Table 23 NBO Company Shares of Pet Food: % Value 2019-2023

Table 24 LBN Brand Shares of Pet Food: % Value 2020-2023

Table 25 NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 27 □ Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 28 □ Distribution of Pet Care by Format: % Value 2019-2024

Table 29 □ Distribution of Pet Care by Format and Category: % Value 2024

Table 30 □ Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 31 □ Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 32 □ Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 33 □ Forecast Sales of Pet Care by Category: Value 2024-2029

Table 34 □ Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 35 □ Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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