

## Pet Care in Singapore

Market Direction | 2024-05-01 | 56 pages | Euromonitor

### AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### Report description:

Pet care in Singapore is anticipated to encounter several headwinds in 2024, with economic uncertainty, inflationary pressures, and rising GST amongst the foremost concerns expected to dampen consumer spending on non-essential goods, including pet care products. The Goods and Services Tax (GST) rate was further hiked from 8% to 9% on 1 January 2024, after the initial rise from 7% to 8% on 1 January 2023, increasing the overall cost burden for both businesses and consumers. The price of pet food...

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

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 Care 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Pet Care in Singapore  
Euromonitor International  
May 2024

### List Of Contents And Tables

#### 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 1 Pet Populations 2019-2024

##### MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2019-2024

Table 3 Sales of Pet Care by Category: Value 2019-2024

Table 4 Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 5 Sales of Pet Care by Category: % Value Growth 2019-2024

Table 6 NBO Company Shares of Pet Food: % Value 2019-2023

Table 7 LBN Brand Shares of Pet Food: % Value 2020-2023

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 10 □Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 11 □Distribution of Pet Care by Format: % Value 2019-2024

Table 12 □Distribution of Pet Care by Format and Category: % Value 2024

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

Table 14 □Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 15 □Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 16 □Forecast Sales of Pet Care by Category: Value 2024-2029

Table 17 □Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 18 □Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

#### CATEGORY INDICATORS

Table 19 Dog Owning Households: % Analysis 2019-2024

Table 20 Dog Population 2019-2024

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

#### CATEGORY DATA

Summary 2 Dog Food by Price Band 2024

Table 22 Sales of Dog Food by Category: Volume 2019-2024

Table 23 Sales of Dog Food by Category: Value 2019-2024

Table 24 Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 25 Sales of Dog Food by Category: % Value Growth 2019-2024

Table 26 Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 28 NBO Company Shares of Dog Food: % Value 2019-2023

Table 29 LBN Brand Shares of Dog Food: % Value 2020-2023

Table 30 LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 31 Distribution of Dog Food by Format: % Value 2019-2024

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

Table 33 Forecast Sales of Dog Food by Category: Value 2024-2029

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

Table 35 Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

#### CAT FOOD IN SINGAPORE

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

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

Developments in cat treats and mixers

Growth of e-commerce for cat food set to continue over the forecast period

#### CATEGORY INDICATORS

Table 36 Cat Owning Households: % Analysis 2019-2024

Table 37 Cat Population 2019-2024

Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

#### CATEGORY DATA

Summary 3 Cat Food by Price Band 2024

Table 39 Sales of Cat Food by Category: Volume 2019-2024

Table 40 Sales of Cat Food by Category: Value 2019-2024

Table 41 Sales of Cat Food by Category: % Volume Growth 2019-2024

Table 42 Sales of Cat Food by Category: % Value Growth 2019-2024

Table 43 Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024

Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024

Table 45 NBO Company Shares of Cat Food: % Value 2019-2023

Table 46 LBN Brand Shares of Cat Food: % Value 2020-2023

Table 47 LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023

Table 48 Distribution of Cat Food by Format: % Value 2019-2024

Table 49 Forecast Sales of Cat Food by Category: Volume 2024-2029

Table 50 Forecast Sales of Cat Food by Category: Value 2024-2029

Table 51 Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029

Table 52 Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

## OTHER PET FOOD IN SINGAPORE

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Abandonments and changes in the other pet population

Modernisation of online aquatic stores

Improvements in small mammal nutrition, driven by new innovations.

### PROSPECTS AND OPPORTUNITIES

Convenience and portability to remain important to consumers' purchasing decisions

Limited innovation in bird food

Small mammal population unlikely to see any significant push factor over the forecast period

### CATEGORY INDICATORS

Table 53 Other Pet Population 2019-2024

### CATEGORY DATA

Table 54 Sales of Other Pet Food by Category: Volume 2019-2024

Table 55 Sales of Other Pet Food by Category: Value 2019-2024

Table 56 Sales of Other Pet Food by Category: % Volume Growth 2019-2024

Table 57 Sales of Other Pet Food by Category: % Value Growth 2019-2024

Table 58 LBN Brand Shares of Bird Food: % Value 2020-2023

Table 59 LBN Brand Shares of Fish Food: % Value 2020-2023

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023

Table 61 Distribution of Other Pet Food by Format: % Value 2019-2024

Table 62 Forecast Sales of Other Pet Food by Category: Volume 2024-2029

Table 63 Forecast Sales of Other Pet Food by Category: Value 2024-2029

Table 64 Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029

Table 65 Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

## PET PRODUCTS IN SINGAPORE

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Pet dietary supplements sees new product developments targeted towards specific need states

Specific pet products to address the needs of ageing pet populations

Offline veterinary clinics retain relevance for sales of pet healthcare products

### PROSPECTS AND OPPORTUNITIES

Crossover between pet dietary supplements and treats reflects owners taking an increasingly preventive approach to their pet's health

Pet owners likely to cut back on non-necessities in other pet products

Regulatory relaxation and the rise of natural products expected to affect cat litter over the forecast period

### CATEGORY DATA

Table 66 Sales of Pet Products by Category: Value 2019-2024

Table 67 Sales of Pet Products by Category: % Value Growth 2019-2024

Table 68 Sales of Pet Healthcare by Type: % Value 2019-2024

Table 69 Sales of Other Pet Products by Type: % Value 2019-2024

Table 70 NBO Company Shares of Pet Products: % Value 2019-2023

Table 71 LBN Brand Shares of Pet Products: % Value 2020-2023

Table 72 Distribution of Pet Products by Format: % Value 2019-2024

Table 73 Forecast Sales of Pet Products by Category: Value 2024-2029

Table 74 Forecast Sales of Pet Products by Category: % Value Growth 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Pet Care in Singapore**

Market Direction | 2024-05-01 | 56 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-20
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)