

## **Malaysia Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 80 pages | Mordor Intelligence

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### **Report description:**

Malaysia Pet Food Market Analysis

The Malaysia pet food market is expected to grow from USD 331.64 million in 2025 to USD 349.98 million in 2026 and is forecast to reach USD 457.68 million by 2031 at 5.52% CAGR over 2026-2031. Rising disposable incomes, steady urban migration, and a marked shift toward pet humanization continue to steer demand for premium and functional nutrition. Momentum remains strong even though manufacturers manage import reliance for key proteins and navigate halal certification audits under the Department of Islamic Development Malaysia. Growth opportunities are reinforced by digital retail expansion, domestic halal production capacity, and product innovation aimed at cats, which dominate household pet preferences.

Malaysia Pet Food Market Trends and Insights

Premiumization of Cat Food

Premium cat food formulations are reshaping Malaysia's pet nutrition landscape as urban households increasingly prioritize high-protein, grain-free options for their feline companions. Malaysian families now spend an average of MYR 200 (USD 44) monthly on cat care, with premium nutrition representing the largest expense category. The premiumization wave extends beyond basic nutrition to include functional ingredients like probiotics and omega-3 fatty acids, positioning Malaysia as a testing ground for innovative formulations before regional expansion. Regulatory compliance under JAKIM's halal certification framework adds complexity but also creates differentiation opportunities for brands meeting both premium quality and religious dietary

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standards.

## E-commerce Penetration in Tier-2 Cities

Digital commerce platforms are democratizing access to specialized pet nutrition beyond Malaysia's traditional retail strongholds, with Shopee reporting significant growth in pet food sales across secondary urban centers. Malaysian consumers demonstrate a preference for mid-to-high price point products and larger packaging formats when purchasing online, indicating sophisticated buying behavior that extends beyond convenience. Same-day delivery services now reach cities like Ipoh, Kuching, and Kota Kinabalu, eliminating geographic barriers that previously limited premium brand access. This expansion proves particularly significant for specialized categories like veterinary diets and functional treats, which require educational content and detailed product information that e-commerce platforms can provide more effectively than traditional retail.

## Import Tariff Volatility on Meat Inputs

Fluctuating import duties on key protein ingredients create margin pressure for Malaysian pet food manufacturers, particularly affecting premium formulations that rely on specific meat meals and by-products. Malaysia applies ad valorem tariffs ranging from 0% to 60% on various feed ingredients, with preferential rates under Asia-Pacific Free Trade Area agreements covering approximately 99% of traded products. Protein-rich ingredients like fishmeal and specialized meat meals often fall outside preferential arrangements, creating cost volatility that manufacturers struggle to pass through to price-sensitive consumers. The situation intensifies during global supply disruptions, as seen during the Russia-Ukraine conflict, when poultry feed costs surged across Southeast Asia, directly impacting pet food input costs.

Other drivers and restraints analyzed in the detailed report include:

Expansion of Domestic Halal-Certified Plants  
Personalized Nutrition Algorithms  
Limited Cold-Chain Coverage Outside Klang Valley

For complete list of drivers and restraints, kindly check the Table Of Contents.

## Segment Analysis

The Food segment's commanding 66.85% market share in 2025 reflects its fundamental role in Malaysian pet nutrition. Dry pet food dominates within this category, with kibbles representing the largest sub-segment due to their shelf stability and cost-effectiveness in Malaysia's tropical climate. Wet pet food shows strong growth potential despite cold-chain limitations, particularly in urban markets where convenience and palatability drive purchasing decisions. Dry pet food holds a commanding position due to its cost-effectiveness and ability to fulfill the regular dietary needs of pets. The segment's growth is further supported by increasing awareness among pet owners regarding pet nutrition and the growing availability of various pet food brands and products.

Pet Nutraceuticals and Supplements emerge as the fastest-growing segment, with a 11.09% CAGR through 2031, driven by increasing awareness of preventive pet healthcare and the influence of veterinary recommendations on premium nutrition choices. The segment's expansion is further supported by the increasing trend of pet humanization and pet health concerns among pet parents, especially in urban areas. Pet owners are becoming increasingly conscious of their pets' health and well-being, resulting in a higher demand for specialized nutrition products. The availability of various nutraceutical forms, including supplements for immunity enhancement, joint health improvement, and digestive health support, is contributing to the segment's rapid growth.

The Malaysia Pet Food Market Report is Segmented by Pet Food Product (Food, Pet Nutraceuticals/Supplements, Pet Treats, and

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Pet Veterinary Diets), by Pets (Cats, Dogs, and Other Pets), and by Distribution Channel (Convenience Stores, Online Channel, Specialty Stores, Supermarkets/Hypermarkets, and Other Channels). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons)

List of Companies Covered in this Report:

Mars, Incorporated Nestle (Purina) Colgate-Palmolive Company (Hill's Pet Nutrition, Inc.) General Mills Inc. Alltech PLB International Schell & Kampeter, Inc. (Diamond Pet Foods) FARMINA PET FOODS EBOS Group Limited VAFO Praha s.r.o. Nippon Pet Food United Petfood Vitakraft Pet Care GmbH Wellness Pet Company Thai Union Group (Bellotta)

Additional Benefits:

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

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