

Pet Products in Singapore

May 2024

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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
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