

Other Pet Food in Singapore

May 2024

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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

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