

Other Pet Food in Malaysia

April 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Bird food continues to decline in value terms in 2023 and 2024
- Fish food and small mammal/reptile food experience limited value growth
- Pet shops and superstores sees a high and rising share in 2024

PROSPECTS AND OPPORTUNITIES

- Demand for bird food anticipated to continue to fall over the forecast period
- Domestic players anticipated to organise in-house marketing campaigns over the forecast period
- Players likely to switch distribution to centre on pet shops located in suburban areas

CATEGORY INDICATORS

Table 1 - Other Pet Population 2019-2024

CATEGORY DATA

- Table 2 - Sales of Other Pet Food by Category: Volume 2019-2024
- Table 3 - Sales of Other Pet Food by Category: Value 2019-2024
- Table 4 - Sales of Other Pet Food by Category: % Volume Growth 2019-2024
- Table 5 - Sales of Other Pet Food by Category: % Value Growth 2019-2024
- Table 6 - LBN Brand Shares of Bird Food: % Value 2020-2023
- Table 7 - LBN Brand Shares of Fish Food: % Value 2020-2023
- Table 8 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023
- Table 9 - Distribution of Other Pet Food by Format: % Value 2019-2024
- Table 10 - Forecast Sales of Other Pet Food by Category: Volume 2024-2029
- Table 11 - Forecast Sales of Other Pet Food by Category: Value 2024-2029
- Table 12 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029
- Table 13 - Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

Pet Care in Malaysia - Industry Overview

EXECUTIVE SUMMARY

- Pet care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for pet care?

MARKET INDICATORS

Table 14 - Pet Populations 2019-2024

MARKET DATA

- Table 15 - Sales of Pet Food by Category: Volume 2019-2024
- Table 16 - Sales of Pet Care by Category: Value 2019-2024
- Table 17 - Sales of Pet Food by Category: % Volume Growth 2019-2024
- Table 18 - Sales of Pet Care by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Pet Food: % Value 2019-2023
- Table 20 - LBN Brand Shares of Pet Food: % Value 2020-2023
- Table 21 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023
- Table 22 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023
- Table 23 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024
- Table 24 - Distribution of Pet Care by Format: % Value 2019-2024

Table 25 - Distribution of Pet Care by Format and Category: % Value 2024
Table 26 - Distribution of Dog and Cat Food by Format: % Value 2019-2024
Table 27 - Distribution of Dog and Cat Food by Format and Category: % Value 2024
Table 28 - Forecast Sales of Pet Food by Category: Volume 2024-2029
Table 29 - Forecast Sales of Pet Care by Category: Value 2024-2029
Table 30 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029
Table 31 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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