

Pet Care in Singapore

May 2024

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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

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Dog Food in Singapore

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- 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
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