

# Pet Products in Malaysia

May 2022

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Pet healthcare and other pet products grow faster in 2022 as consumers purchase items to entertain their pets as they return to the workplace

Cat litter prospers due to high growth of cat ownership and new product launches

Rising sales through e-commerce and conveniently located pet shops and pet superstores

### PROSPECTS AND OPPORTUNITIES

Cat litter is anticipated to prosper thanks to its essential nature and new launches

Consumers to increasingly return to pet shops and pet superstores to seek vet advice and view products in-person

Players from other categories anticipated to move into pet products

### CATEGORY DATA

Table 1 - Sales of Pet Products by Category: Value 2017-2022

Table 2 - Sales of Pet Products by Category: % Value Growth 2017-2022

Table 3 - Sales of Pet Healthcare by Type: % Value 2017-2022

Table 4 - Sales of Other Pet Products by Type: % Value 2017-2022

Table 5 - NBO Company Shares of Pet Products: % Value 2017-2021

Table 6 - LBN Brand Shares of Pet Products: % Value 2018-2021

Table 7 - Distribution of Pet Products by Format: % Value 2017-2022

Table 8 - Forecast Sales of Pet Products by Category: Value 2022-2027

Table 9 - Forecast Sales of Pet Products by Category: % Value Growth 2022-2027

## Pet Care in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Pet care in 2022: Pandemic has encouraged more consumers to keep pets

Dog owners prefer home-cooked food while cat owners prefer to indulge cats with packaged cat food

Players launch food with premium ingredients and new products that cater for kittens

E-commerce remains as the ideal choice but physical stores experience gradual recovery after the pandemic lockdown eased in 2022

Normalising habits and gradually increasing pet population will ensure positive category growth in forecast period

### MARKET INDICATORS

Table 10 - Pet Populations 2017-2022

### MARKET DATA

Table 11 - Sales of Pet Food by Category: Volume 2017-2022

Table 12 - Sales of Pet Care by Category: Value 2017-2022

Table 13 - Sales of Pet Food by Category: % Volume Growth 2017-2022

Table 14 - Sales of Pet Care by Category: % Value Growth 2017-2022

Table 15 - NBO Company Shares of Pet Food: % Value 2017-2021

Table 16 - LBN Brand Shares of Pet Food: % Value 2018-2021

Table 17 - NBO Company Shares of Dog and Cat Food: % Value 2017-2021

Table 18 - LBN Brand Shares of Dog and Cat Food: % Value 2018-2021

Table 19 - Penetration of Private Label in Pet Care by Category: % Value 2017-2022

Table 20 - Distribution of Pet Care by Format: % Value 2017-2022

Table 21 - Distribution of Pet Care by Format and Category: % Value 2022

Table 22 - Distribution of Dog and Cat Food by Format: % Value 2017-2022

Table 23 - Distribution of Dog and Cat Food by Format and Category: % Value 2022

Table 24 - Forecast Sales of Pet Food by Category: Volume 2022-2027

Table 25 - Forecast Sales of Pet Care by Category: Value 2022-2027

Table 26 - Forecast Sales of Pet Food by Category: % Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/pet-products-in-malaysia/report](http://www.euromonitor.com/pet-products-in-malaysia/report).