



Other Pet Food in Malaysia

April 2024

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Other Pet Food in Malaysia - Category analysis

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

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