

# Pet Products in Malaysia

May 2025

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# Pet Products in Malaysia - Category analysis

# **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Pet humanisation trend having a big influence on the demand for pet products Mars and Purina Petcare clean up in cat litter Pet shops and superstores thriving thanks to their specialist nature

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Bright outlook for pet products Social media and e-commerce set to take on a bigger role in pet products New technology should add value to pet products

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