

Dog Food in Malaysia

May 2025

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Dog Food in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing focus on dog nutrition fuelling strong sales growth Premium dog food brands the big winners Pet shops and superstores taking share from hypermarkets

PROSPECTS AND OPPORTUNITIES

Premiumisation set to be a feature of dog food over the forecast period Retail e-commerce unlikely to make further inroads as consumers favour pet shops and superstores Healthy and functional dog food likely to be the focus of innovation

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