

# 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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