



Euromonitor  
International

# Pet Products in Singapore

May 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

While slowing, the value growth of pet products is supported by the rising pet population

Pet products continues to be led by Kit Cat

Pet shops and superstores remains the leading distribution channel, owing to consumer trust in product authenticity

### PROSPECTS AND OPPORTUNITIES

Non-necessities likely to see slowing growth over the forecast period

Retail e-commerce expected to grow as a convenient channel for purchases of pet products

Use of pet dietary supplements signals shift towards preventive healthcare by owners

### CATEGORY DATA

Table 1 - Sales of Pet Products by Category: Value 2020-2025

Table 2 - Sales of Pet Products by Category: % Value Growth 2020-2025

Table 3 - Sales of Pet Healthcare by Type: % Value 2020-2025

Table 4 - Sales of Other Pet Products by Type: % Value 2020-2025

Table 5 - NBO Company Shares of Pet Products: % Value 2020-2024

Table 6 - LBN Brand Shares of Pet Products: % Value 2021-2024

Table 7 - Distribution of Pet Products by Format: % Value 2020-2025

Table 8 - Forecast Sales of Pet Products by Category: Value 2025-2030

Table 9 - Forecast Sales of Pet Products by Category: % Value Growth 2025-2030

## Pet Care in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Pet care in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for pet care?

### MARKET INDICATORS

Table 10 - Pet Populations 2020-2025

### MARKET DATA

Table 11 - Sales of Pet Food by Category: Volume 2020-2025

Table 12 - Sales of Pet Care by Category: Value 2020-2025

Table 13 - Sales of Pet Food by Category: % Volume Growth 2020-2025

Table 14 - Sales of Pet Care by Category: % Value Growth 2020-2025

Table 15 - NBO Company Shares of Pet Food: % Value 2020-2024

Table 16 - LBN Brand Shares of Pet Food: % Value 2021-2024

Table 17 - NBO Company Shares of Dog and Cat Food: % Value 2020-2024

Table 18 - LBN Brand Shares of Dog and Cat Food: % Value 2021-2024

Table 19 - Penetration of Private Label in Pet Care by Category: % Value 2020-2025

Table 20 - Distribution of Pet Care by Format: % Value 2020-2025

Table 21 - Distribution of Pet Care by Format and Category: % Value 2025

Table 22 - Distribution of Dog and Cat Food by Format: % Value 2020-2025

Table 23 - Distribution of Dog and Cat Food by Format and Category: % Value 2025

Table 24 - Forecast Sales of Pet Food by Category: Volume 2025-2030

Table 25 - Forecast Sales of Pet Care by Category: Value 2025-2030

Table 26 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030

## 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-singapore/report](http://www.euromonitor.com/pet-products-in-singapore/report).