



Euromonitor  
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# Dog Food in Singapore

May 2025

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## Dog Food in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Slowdown in value growth of dog food in Singapore in 2025 amidst the more challenging economic environment

Premium dog food brands continue to lead in value terms

Consumers seeking convenience and premium dog food contribute to growth of retail e-commerce

#### PROSPECTS AND OPPORTUNITIES

Sustained volume growth for dog food, value sales expected to be driven by premium wet dog food

Retail e-commerce set to benefit from its wider variety of products and prominence of loyalty benefits

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