

Pet Products in the Philippines

May 2025

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Pet Products in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Owners showing willingness to invest in improving the health and wellbeing of their pets Pet healthcare brand Bay-O-Pet leads a highly fragmented competitive landscape Supermarkets lead sales of pet products but e-commerce making gains

PROSPECTS AND OPPORTUNITIES

Cat litter set for strong growth but economic pressures could encourage down trading E-commerce set to play a bigger role in pet products

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