



Euromonitor
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Cat Food in Singapore

May 2025

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Cat Food in Singapore - Category analysis

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Mid-priced cat food continues to dominate, while premium sees faster value growth

Cat food continues to be led by Fancy Feast in value terms

Growing focus of cat food brands on distribution through retail e-commerce

PROSPECTS AND OPPORTUNITIES

New regulation lifting the ban on cat ownership in Housing Development Board (HDB) flats to support growth

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