



# Other Pet Food in Singapore

May 2024

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## Other Pet Food in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Abandonments and changes in the other pet population  
Modernisation of online aquatic stores  
Improvements in small mammal nutrition, driven by new innovations.

#### PROSPECTS AND OPPORTUNITIES

Convenience and portability to remain important to consumers' purchasing decisions  
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Small mammal population unlikely to see any significant push factor over the forecast period

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