



Other Pet Food in Malaysia

May 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Mixed results seen across other pet food as consumers switch to keeping different pets
- Competition in fish food heats up
- Pet shops and superstores continue to dominate sales

PROSPECTS AND OPPORTUNITIES

- A brighter outlook for other pet food as owners form closer bonds with their pets
- E-commerce full of potential but pet shops and superstores will remain the key distribution channel
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