

# Pet Care in Singapore

<https://marketpublishers.com/r/P717D5D001BEN.html>

Date: May 2023

Pages: 53

Price: US\$ 2,100.00 (Single User License)

ID: P717D5D001BEN

## Abstracts

Pet care is set to maintain retail value growth in Singapore in 2023. Although current value growth is set to slow slightly compared with 2022, in value terms at constant 2022 prices the rate of growth is expected to rise again, following two years in a row of slowing growth. Whilst the pandemic accelerated the growth of the cat and dog populations in Singapore, pet abandonment cases have also been on an upwards trend in 2023, especially cats, as the current Animal & Veterinary Service (AVS) rul...

Euromonitor International's Pet Care in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Pet Food, Pet Products.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Pet Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### PET CARE IN SINGAPORE

#### EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

#### MARKET INDICATORS

Table 1 Pet Populations 2018-2023

#### MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2018-2023

Table 3 Sales of Pet Care by Category: Value 2018-2023

Table 4 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 5 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 6 NBO Company Shares of Pet Food: % Value 2018-2022

Table 7 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 10 Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 11 Distribution of Pet Care by Format: % Value 2018-2023

Table 12 Distribution of Pet Care by Format and Category: % Value 2023

Table 13 Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 14 Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 15 Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 16 Forecast Sales of Pet Care by Category: Value 2023-2028

Table 17 Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 18 Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### DOG FOOD IN SINGAPORE

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Humanisation trend increases consumer spending on dog food, spurring innovation

Pets' health remains a top priority for dog owners

Super-spenders account for the strong growth of premium wet dog food

#### PROSPECTS AND OPPORTUNITIES

Slower growth expected as consumers down-trade within the premium segment

Millennial pet owners will shift pet care consumption patterns

E-commerce growth set to normalise after the pandemic

#### CATEGORY INDICATORS

Table 19 Dog Owning Households: % Analysis 2018-2023

Table 20 Dog Population 2018-2023

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

#### CATEGORY DATA

Summary 2 Dog Food by Price Band 2023

Table 22 Sales of Dog Food by Category: Volume 2018-2023

Table 23 Sales of Dog Food by Category: Value 2018-2023

Table 24 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 25 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 26 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 28 NBO Company Shares of Dog Food: % Value 2018-2022

Table 29 LBN Brand Shares of Dog Food: % Value 2019-2022

Table 30 LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 31 Distribution of Dog Food by Format: % Value 2018-2023

Table 32 Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 33 Forecast Sales of Dog Food by Category: Value 2023-2028

Table 34 Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 35 Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

#### CAT FOOD IN SINGAPORE

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Premiumisation in cat food driven by freeze-dried and other emerging food formats

Brands leverage functional ingredient and health claims to justify spending on cat treats

E-commerce remains an important distribution channel for cat food

#### PROSPECTS AND OPPORTUNITIES

Potential for the legalisation of cat ownership in HDB flats may increase the cat population over the forecast period

Growth of life stage-specific cat food over the forecast period

Limited opportunity for insect-based cat food

#### CATEGORY INDICATORS

Table 36 Cat Owning Households: % Analysis 2018-2023

Table 37 Cat Population 2018-2023

Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis

2018-2023

#### CATEGORY DATA

Summary 3 Cat Food by Price Band 2023

Table 39 Sales of Cat Food by Category: Volume 2018-2023

Table 40 Sales of Cat Food by Category: Value 2018-2023

Table 41 Sales of Cat Food by Category: % Volume Growth 2018-2023

Table 42 Sales of Cat Food by Category: % Value Growth 2018-2023

Table 43 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023

Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 45 NBO Company Shares of Cat Food: % Value 2018-2022

Table 46 LBN Brand Shares of Cat Food: % Value 2019-2022

Table 47 LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 48 Distribution of Cat Food by Format: % Value 2018-2023

Table 49 Forecast Sales of Cat Food by Category: Volume 2023-2028

Table 50 Forecast Sales of Cat Food by Category: Value 2023-2028

Table 51 Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 52 Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

#### OTHER PET FOOD IN SINGAPORE

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increase in abandonment of other pets

Extending the premiumisation trend to other pet food

Portfolio expansion by existing e-commerce players to include other pet food

#### PROSPECTS AND OPPORTUNITIES

Limited innovation to hamper the growth of other pet food

Growing interest in fish as pets amongst the younger generation

High density of pet shops to ensure offline accessibility

#### CATEGORY INDICATORS

Table 53 Other Pet Population 2018-2023

#### CATEGORY DATA

Table 54 Sales of Other Pet Food by Category: Volume 2018-2023

Table 55 Sales of Other Pet Food by Category: Value 2018-2023

Table 56 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 57 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 58 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 59 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022

Table 61 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 62 Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 63 Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 64 Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 65 Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

## PET PRODUCTS IN SINGAPORE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sustained consumer interest in alternative cat litter materials dampened by slowing growth of cat population

Pet technology to alleviate separation anxiety and promote convenience as daily life normalises

Greater product variety within pet healthcare as brands turn to superfoods

### PROSPECTS AND OPPORTUNITIES

Calming or soothing ingredients to make their way into various pet products

More luxury brands set to foray into pet products over the forecast period

E-commerce to continue to see moderate growth in distribution share

### CATEGORY DATA

Table 66 Sales of Pet Products by Category: Value 2018-2023

Table 67 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 68 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 69 Sales of Other Pet Products by Type: % Value 2018-2023

Table 70 NBO Company Shares of Pet Products: % Value 2018-2022

Table 71 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 72 Distribution of Pet Products by Format: % Value 2018-2023

Table 73 Forecast Sales of Pet Products by Category: Value 2023-2028

Table 74 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

## I would like to order

Product name: Pet Care in Singapore

Product link: <https://marketpublishers.com/r/P717D5D001BEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P717D5D001BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970