

Pet Food Market in Singapore 2022

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Abstracts

Pet food is animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog, cat, as well as bird food or fish. The pet food market in Singapore is expected to increase at a CAGR of 4.2% till 2028, according to data and analytics company StrategyHelix. Pets provide well-being benefits for people because humans imbue these animals with socially-supportive attributes, that in turn, psychologically translate into experiencing social support from them. Nowadays, the majority of dog and cat owners report that their pet is a family member just like anyone else. The humanization of pets is the main driver for the pet food market. With this increase in humanization, pets are being treated with more care and hygiene, which has increased consumer demand for high-quality pet food products.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for pet food. The Singapore pet food market is segmented on the basis of product, pricing, and retail channel. By product, the pet food market in Singapore has been segmented into cat food, dog food, others. Based upon pricing, the pet food market in Singapore is categorized into economy pet food, premium pet food. In 2021, the economy pet food segment made up the largest share of revenue generated by the pet food market. On the basis of retail channel, the pet food market in Singapore has been segmented into e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others.

The dog food market is further segmented into dry dog food, mixers & treats, and wet dog food. StrategyHelix research indicates that the dry dog food segment occupied the largest share of this market in 2021 and is expected to draw the highest demand in coming years. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. In Singapore, the dry cat food segment made up the

largest share of the pet food market. The other pet food market is further divided into bird food, fish food, and others.

The Singapore pet food market is highly competitive. The prominent players operating in the Singapore pet food market include Mars Incorporated, Nestle S.A., Colgate-Palmolive Company, Wellness Pet Company, Kit Cat International Pte Ltd, Fish4Dogs Ltd., Agras Delic spa, Schell and Kampeter Inc., Maruha Nichiro Corporation, Marukan Co. Ltd., Vitakraft pet care GmbH & Co. KG, Yappy Pets Pte Ltd., INABA PETFOOD Co. Ltd., Qian Hu Corporation Limited, Central Garden & Pet Company. Competitive landscape gives a description of the competitive nature of the pet food market in Singapore and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

Report Scope

Product: cat food, dog food, others

Pricing: economy pet food, premium pet food

Retail channel: e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Mars Incorporated, Nestle S.A., Colgate-Palmolive Company, Wellness Pet Company, Kit Cat International Pte Ltd, Fish4Dogs Ltd., Agras Delic spa, Schell and Kampeter Inc., Maruha Nichiro Corporation, Marukan Co. Ltd., Vitakraft pet care GmbH & Co. KG, Yappy Pets Pte Ltd., INABA PETFOOD Co. Ltd., Qian Hu Corporation Limited, Central Garden & Pet Company

Key Benefits for Stakeholders

Get a comprehensive picture of the Singapore pet food market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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E-commerce
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Supermarkets and hypermarkets
Veterinary clinics
Others

PART 6. KEY COMPANIES

Mars, Incorporated
Nestle S.A.
Colgate-Palmolive Company
Wellness Pet Company
Kit Cat International Pte Ltd
Fish4Dogs Ltd.
Agras Delic spa

Schell and Kampeter Inc.
Maruha Nichiro Corporation
Marukan Co., Ltd.
Vitakraft pet care GmbH & Co. KG
Yappy Pets Pte Ltd.
INABA PETFOOD Co., Ltd.
Qian Hu Corporation Limited
Central Garden & Pet Company
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