

# Pet Products in Malaysia

April 2024

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Cat litter prospers as cat population grows the fastest of all pets in 2023 and 2024

Pet healthcare and other pet products experience slower growth in 2023, but value growth rebounds in 2024

International players retain their foothold in 2023

### PROSPECTS AND OPPORTUNITIES

Cat litter likely to sustain strong value growth over the forecast period

Weakening of the local currency predicted to drive up prices for pet healthcare and other pet products

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