



# Dog Food in Malaysia

April 2024

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Retail unit price surge in the mid-priced segment benefits economy dry dog food

Dog food players recalibrate their strategies to gain share in 2023

Players introduce veterinary quality dry dog food in mainstream channels

#### PROSPECTS AND OPPORTUNITIES

Dog food predicted to see stable growth over the forecast period

Players anticipated to organise marketing campaigns online and through events

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