

# Pet Products in Singapore

May 2024

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## Pet Products in Singapore - Category analysis

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#### 2024 DEVELOPMENTS

Pet dietary supplements sees new product developments targeted towards specific need states

Specific pet products to address the needs of ageing pet populations

Offline veterinary clinics retain relevance for sales of pet healthcare products

#### PROSPECTS AND OPPORTUNITIES

Crossover between pet dietary supplements and treats reflects owners taking an increasingly preventive approach to their pet's health

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