

Dog Food in Singapore

May 2024

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Dog Food in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Minor rise in the dog population supports volume growth of dog food
Development of more targeted premium wet dog food for specific need states
Rise in popularity of single-ingredient and minimally processed dog treats

PROSPECTS AND OPPORTUNITIES

Frozen raw dog food to face challenges in uptake amongst local dog owners
E-commerce expected to retain its importance amongst dog owners, with the convenience of third-party marketplaces and rise of specialty DTC brands
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DISCLAIMER

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