

Cat Food in Singapore

May 2024

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Cat Food in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower volume growth for cat food, while value growth remains strong, driven by the pet humanisation trend

Lifting of 34-year ban on cat ownership in Housing Development Board (HDB) flats

Opposing drivers of rising cost-consciousness and premiumisation to coexist in cat food; diversified channel strategy to cater to the wide range of consumers

PROSPECTS AND OPPORTUNITIES

Potential for specialised formulations in the niche senior care segment in cat food

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DISCLAIMER

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