



Other Pet Food in Malaysia

June 2026

Table of Contents

[Other Pet Food in Malaysia - Category analysis](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Steady Value Growth Contrasts with Volume Moderation Due to Shifting Pet Preferences

INDUSTRY PERFORMANCE

Steady Value Growth Contrasts with Volume Moderation Due to Shifting Pet Preferences

Fish Food Leads in Value and Growth

Pet Shops Foster Hobbyist Engagement While Owners Prioritise Dogs and Cats

Chart 1 - Value Sales 2021-2031

Chart 2 - Volume Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Fish Food Remains Dominant but Faces Stable or Declining Demand Amid Shifting Preferences

Small Mammal and Reptile Food Growth Driven by Humanisation and Accessibility Improvements

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Players Sustain Lead through Strategic Pricing and Product Breadth

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Lead Retail with Steady Growth in 2026

Retail E-Commerce Grows as Price-Driven Competitor and Convenience Option

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Other Pet Food

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Other Pet Food

Chart 13 - Population 2021-2031

Chart 14 - Consumer Expenditure 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Care in Malaysia - Industry Overview](#)

EXECUTIVE SUMMARY

Steady Growth Driven by Moderate Volume and Rising Consumer Spending Power

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Moderate Volume and Rising Consumer Spending Power

Cat Food Dominates Value as Owners Prioritise Premium Quality

Chart 17 - Champion Petfoods LP Uses Premium Ingredients To Serve Sophisticated Cat Owners

Premiumisation and Wellness Trends Complement Moderating Volumes

Chart 18 - Value Sales 2021-2031

Chart 19 - Volume Sales 2021-2031

Chart 20 - Value Sales by Category 2026

Chart 21 - Value SalesPet Populations 2021-2026

WHAT'S NEXT?

Premium Brands and Price-Sensitive Consumers to Drive Diverse Growth Paths

Chart 22 - Analyst Insight for Pet Care

Young Consumers to Leverage Social Media and Expos to Shape Purchasing Trends

Functional Health Products and Promotional Strategies to Reshape Competitive Dynamics

Chart 23 - SmartHeart Plant-Based Protein Veggie Pack Introduced For Sophisticated Dog Owners

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Perfect Companion and Mars Foods Strengthen Leadership through Broad Distribution and Affordability

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Hypermarkets Retain Lead Despite Declining Offline Share

Social Media-Driven E-Commerce Accelerates Growth and Reshapes Retail Access

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Brands Adapt Pack Sizes and Premium Ingredients to Balance Growth

Chart 29 - Friskies Reduces Pack Size To Retain Selling Price

Digital Channels and Expos Reshape Product Marketing and Distribution

Targeted Product Innovation Sustains Value Amid Price Sensitivity

ECONOMIC CONTEXT

Chart 30 - Economic Context for Pet Care

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Pet Care

Chart 34 - Population 2021-2031

Chart 35 - Consumer Expenditure 2021-2031

Chart 36 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-pet-food-in-malaysia/report.