

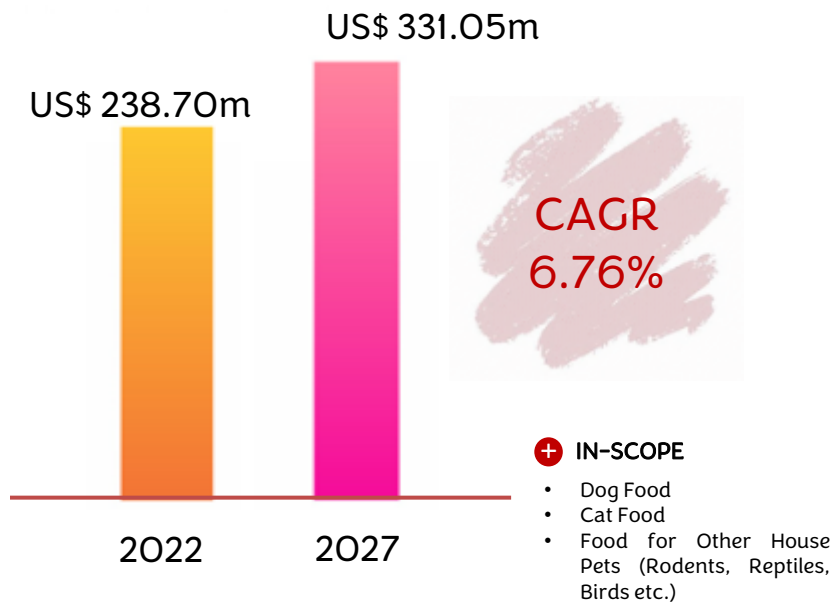


MARKET TRENDS IN MALAYSIA: ANIMAL NUTRITION



MARKET OVERVIEW & KEY TRENDS

Malaysia Pet Food Market Forecast Period (2022 – 2027)



Source: Statista, 2022

PROSPECTS AND OPPORTUNITIES



Increasing Pet Humanization

Which pets do you raise at home?

	China	Hong Kong	Indonesia	India	Japan	South Korea	Malaysia	Philippines	Singapore	Thailand	Taiwan	Vietnam
Dog	31%	16%	10%	34%	11%	22%	20%	67%	17%	47%	25%	53%
Cat	22%	14%	47%	20%	11%	9%	34%	43%	10%	42%	19%	35%
Bird	3%	2%	18%	14%	1%	1%	6%	10%	4%	7%	4%	14%
Rabbit	3%	2%	5%	9%	1%	1%	4%	3%	3%	4%	3%	3%
Hamster	3%	3%	3%	5%	1%	1%	4%	3%	3%	2%	3%	3%
Goldfish	9%	7%	11%	10%	4%	2%	5%	7%	3%	7%	7%	15%
Tropical fish	5%	5%	11%	7%	2%	5%	10%	6%	7%	4%	5%	9%
Reptile or amphibian	4%	5%	2%	4%	2%	1%	2%	2%	2%	1%	3%	2%
Insect	1%	1%	1%	4%	1%	1%	1%	1%	0%	1%	1%	1%
Other	1%	2%	5%	4%	2%	1%	3%	3%	2%	4%	2%	1%
Not raising any pets	47%	61%	28%	41%	72%	66%	41%	17%	64%	24%	49%	27%

Source: Rakuten Insight, 2021

More than half of people **59%** in Malaysia have a pet in their home and the ownership rate of cats was the highest at **34%** and followed by dogs **20%**.

Source: Rakuten Insight, 2021



Pet food started to gain popularity in Malaysia due to its high nutritional value and increasing ownership rate.

Due to increasing trend of pet parenting, coupled with rising awareness of feeding pets with **premium** and **packed** pet food, the pet food market in Malaysia is anticipated to grow during the forecast period (2022 ~ 2027).



With the increasing demand for **premium** pet foods globally, several companies are planning to produce **high-quality** pet food products to occupy major market shares in the segment.

NATURAL

Premium pet foods are natural, organic, of higher quality, and safer than regular pet foods.



Source: Mordor Intelligence, 2022

Increasing Pet Humanization



Khaf Premium Cat Food Salmon & Tuna

- Khaf premium cat food with natural herbs *Malvaceae hibiscus* and 32% of protein
- Help to decrease risk of urinary stones and urethral obstruction
- Omega 3 & 6 for healthy skin
- Product of Malaysia

Ingredients: Tuna, Corn Gluten Meal, Sardine Oil, Chicken Oil, ***Vitamin A**, ***Vitamin E**, ***Vitamin D3**, ***Iron**, ***Taurine**, ***Iodine**, ***Copper**, ***Zinc Oxide**/ Zinc Amino Acid, Selenium, ***Premix Mineral & Premix Vitamin**.



Taurine is essential in pet food especially in a cat's diet. It helps to improve cardiac function.

Source: Mansilla et al., 2019

Increasing Pet Humanization



Bonacibo Puppy High Energy

- Formulated with extra energy to support the healthy development of active puppies.
- Balanced protein, fats & carbohydrates also provide healthy growth by improving metabolism and bone development in the body.
- Product of Turkey

Ingredients: Dehydrated Chicken Protein (40%), Baldo Rice (18%), Maize, Refined Chicken Oil, Anchovy Meal (8%), Brewers Dried Yeast, Anchovy Oil, Carob, Hydrolyzed Chicken Liver, Nucleotide Yeast Protein, Dried Beet Pulp, *Minerals, Prebiotic Mannan Oligo Saccharides, Seaweed, Blueberry Powder, Yucca Extract, *Psyllium, Marigold Powder.



Psyllium is useful in the management of chronic large-bowel diarrhoea in pets, exhibited lower defecation frequency, improved stool consistency & gained weight.

Source: Alves et al., 2021

Increasing Pet Humanization



Nature's Protection "Long Hair" Poultry – Adult Cat Food [Super Premium Series]

- Dynamic micronized clinoptilolite actively stimulates intestinal health and nutrient absorption. Captures toxins produced by bacteria in the digestive tract and stimulates mobility by lubricating the joints.
- Animal based proteins, carefully balanced with ingredients of marine origin and omega 3 fatty acids, promote the optimal skin condition and a rich, lustrous coat.
- Highly digestible formula with addition of special fibres to capture hair in the stomach and move it safely through the intestinal tract.
- The specially designed kibble shape and size allows for optimal intake by Persian cats.
- Carefully selected ingredients of the highest quality, processed in a professional way result in a highly digestible product and small, firm stools.
- Product of Germany.

Ingredients: Poultry Meat 40% (Dried And Finely Ground), Rice, Maize, Poultry Fat, Maize Gluten, Fish Meal, Sugar Beet Pulp, Cellulose, Linseed, Brewer's Yeast, Coconut Oil, Dynamic Micronized Clinoptilolite (1%), ***Chicory Extract**, Dried Eggs, Evening Primrose Oil, Mannan-oligosaccharides (MOS), Yucca Extract & Marigold Meal.

Chicory extract helps to balance the pet's intestinal bacterial composition

Source: Beynen, 2019

Growing Trend of E-Commerce



The **COVID-19** pandemic had a significant influence on Malaysia's pet food sector.

Because of the lockdown restrictions, consumers preferred to shop through **e-commerce**, which resulted in a surge in internet sales.



There was a big supply and demand discrepancy due to the panic purchase of pet food by pet owners in March and April of 2020



The market is slowly getting back on track with the sales and production normalizing after restrictions were lifted in the country, and it is anticipated to grow during the forecast period of 2022 until 2027.



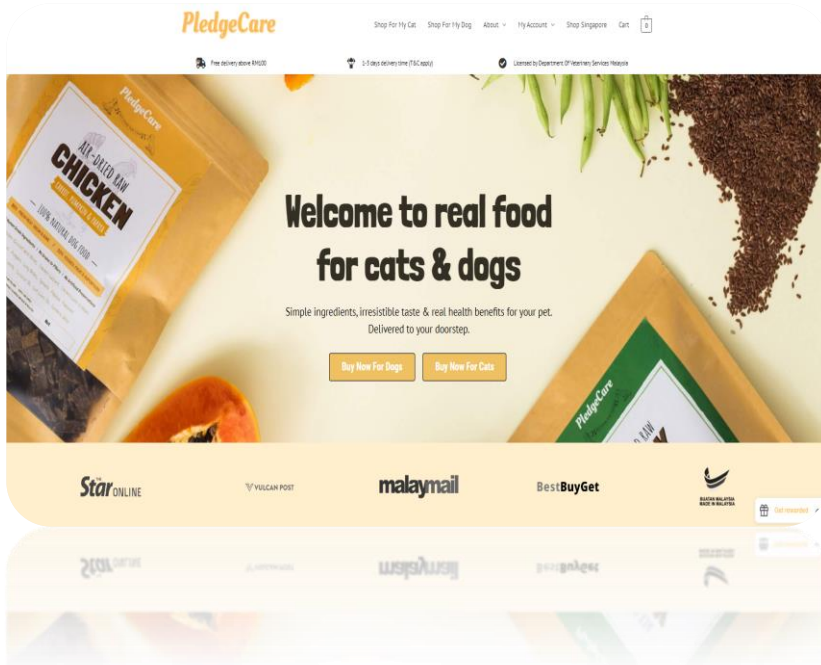
- With the supply chain interruptions and poor logistic services, the pet food industry was unable to meet demand.

The rise of **e-commerce** has also positively impacted the **pet food** market in the country.

- * Various online retail players are delivering pet food to consumers' doorstep.
- * This easy availability of various pet food products has **increased** demand globally, especially for **premium pet food**.



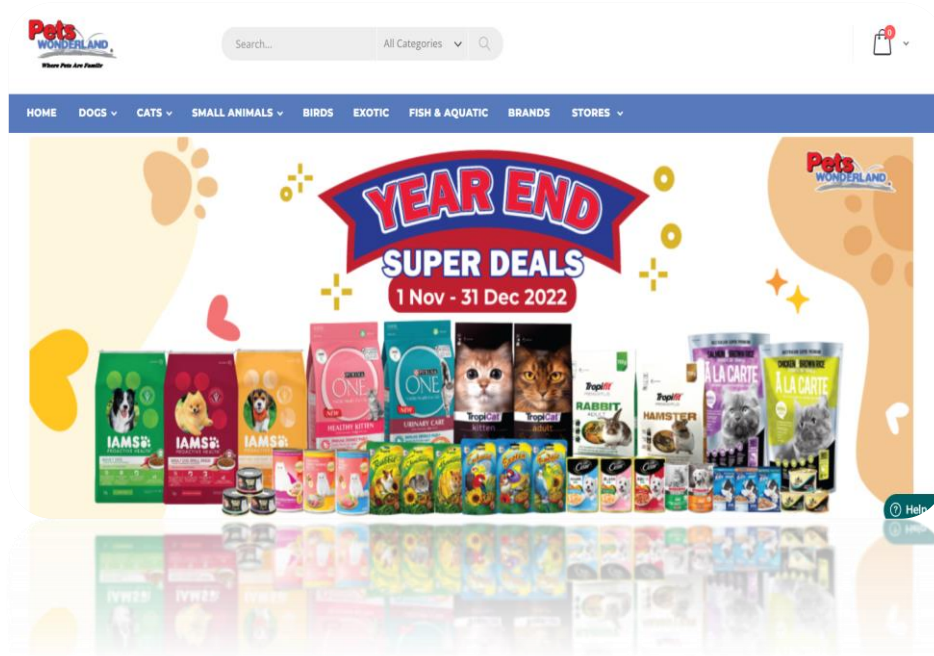
Growing Trend of E-Commerce



PledgeCare (<https://pledgecare.org/>)

- PledgeCare is run by a small dedicated team of wholehearted animal-lovers.
- Their belief is that all animals deserve better – not only the ones living in our homes, but also the strays living in the streets.
- They operate as a social enterprise and proudly donate a share of their proceeds to local shelters helping animals in need.
- Range of products:
 - Chicken Recipe for Cats
 - Salmon Chunks
 - Chicken Nuggets
 - Fish Recipe for Cats
 - Chicken Strips
 - Whole anchovies
 - Chicken Recipe for Dogs
 - Duck Recipe for Dogs
 - Fish Recipe for Dogs
 - Beef Recipe for Dogs
 - Chicken Gizzards
 - Beef Nuggets
 - Duck Gizzard

Growing Trend of E-Commerce



Pets Wonderland (<https://www.petswonderland.com/>)

- Pets Wonderland is a pet supplies retailer in Malaysia since 2001 and currently have 23 stores within Klang Valley.
- Currently it offers one of the biggest ranges of pet food, supplies and services in Malaysia, as well as a huge range of veterinary products and pet supplies.
- Pets Wonderland's commitment is to be the Caring, Comprehensive and Value-Oriented.

Phytogetic Feed Additives

Livestock in Malaysia



Ruminants (buffalo, cattle, goat & sheep)

Non-ruminants (Swine & Poultry)

The largest population of livestock in Malaysia goes to non-ruminant where **chicken** dominates by **95.5%**.

Source: Zayadi, 2021

Supplementation of antibiotics in the feed additives is a common practise in the poultry & livestock industries.

- Antibiotics serve as growth promoters (AGP), however, development of antimicrobial resistance in a few pathogenic bacterial species and the resistance genes being transferred from the animal to human microbiota are of concerned.

Source: Loh, 2017



The European Union (EU) has banned the use of antibiotics as feed additives in all EU member states beginning from 1st Jan 2006.

Source: Mordor Intelligence, 2022



Increasing restrictions on the use of AGP have prompted a search for alternatives, such as:

- ✓ organic acids,
- ✓ methane inhibitors,
- ✓ dietary fibres,
- ✓ probiotics,
- ✓ prebiotics,
- ✓ postbiotics,
- ✓ herbs, spices & botanicals as well as phytogetic compounds such as essential oils.



Source: Loh, 2017



Phytogetic feed additives are defined as plant-based compounds that are mixed into animal diets at optimal level through amelioration of feed properties to improve animal production performance and they are safe and do not produce any side effects, such as drug resistance.

Source: Ooi et al., 2018

Phytogenic Feed Additives

COZANTE™



COZANTE™ Natural anticoccidial for Eimeria

- Patented, plant-derived polyphenols to aid in control of *Eimeria* species in poultry.
- These natural polyphenols are embedded in a vegetable oil matrix that:
 - ✓ Contain approximately 40% polyphenols
 - ✓ Produce sustained release of polyphenols
 - ✓ Zero withdrawals, no side effects
 - ✓ Easy to handle with excellent fluidity
 - ✓ Compatible with other additives
 - ✓ Consistent release throughout the intestinal tract
 - ✓ Fits perfectly with your current anticoccidial program
- Product of USA

Phytogenic Feed Additives

VANNIX™ C4

A proprietary blend of phytogenic ingredients and a probiotic (*Bacillus subtilis* PB6) used to minimize the impact of enteric challenges on poultry performance.

Serves as a natural, cost-effective antibiotic alternative to help reduce the impact of pathogens – like *Eimeria* and *Clostridium perfringens* – on poultry intestinal integrity, thereby allowing poultry to achieve their full performance potential.



- Unique combination of phytogenic ingredients and probiotics
- Features tannic acid extract – a novel hydrolysable tannin – and a patented probiotic, *Bacillus subtilis* PB6
- Contains standardized active ingredient levels to ensure consistent response
- Supports intestinal integrity by reducing lesions due to coccidiosis^{1,2} and necrotic enteritis
- Helps coccidiosis-vaccinated poultry maintain performance
- Improves overall gut health, which can lead to improved performance

Product of USA.

Ingredients: *Calcium Carbonate, Tannic Acid Extract, Verxite Granules (up to 10%, non-nutritive), Mineral Oil, Silicon Dioxide, *Plant Protein Product, *Maltodextrin, Dried *Bacillus subtilis* Fermentation Product, *Yucca schidigera* Extract, Origanum Essential Oil and Sodium Benzoate (preservative).

Phytogenic Feed Additives



F-GARLIC 25 Anti-Bacterial Allicin Solution

- To prohibit and kill the harmful germs such as *E.coli*, *salmonella* spp, *Staphylococcus aureus* and *Dysentery bacillus*.
- Stimulate and improve appetite of animal. the fragrant of garlic can stimulate animal appetite. The secretion of gastric juice and vermiculation of stomach and intestine can be improved. Thus accelerate the growth of the animal and improve the feed utilization.
- Detoxicate and keep healthy. it can reduce the poisonous substance, such as mercury, cyanide and nitrite. The animal fur will be healthier bright shiny.
- Enhance disease resistance and survival rate.
- Resist mycete and insect. Various mycete can be wiped out, the flies and maggots can be killed efficiently. sanitary environment and animal feed time can be kept longer.
- Improve the quality of meat, milk and eggs obviously. These products taste more delicious.
- Has special efficacy in rotten gills, red skin, enteritis, bleeding caused by various infections.
- Reduce cholesterol. it can reduce the activity of 7α -cholesterol hydroxyls, thus lower the cholesterol content in serum, yolk and liver.
- It is a replacement of antibiotic, as well as the best additive for producing nuisance free fodder.
- Product of Malaysia.

Ingredients: Anti-bacterial Allicin 25%.

Phytogenic Feed Additives

Delacon.
SYRENA® BOOST

Syrena® Boost – Phytogenic performance in aquaculture

- Secures feed intake thereby supporting performance in all aquaculture species
- Supports overall productivity
- Improves specific growth rate as shown in several trials
- Product of Austria

Ingredients: Premixture Of Specific Saponins, Spices And Essential Oils.



To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

Email: info@dpointernational.com

Web: www.dpointernational.com



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