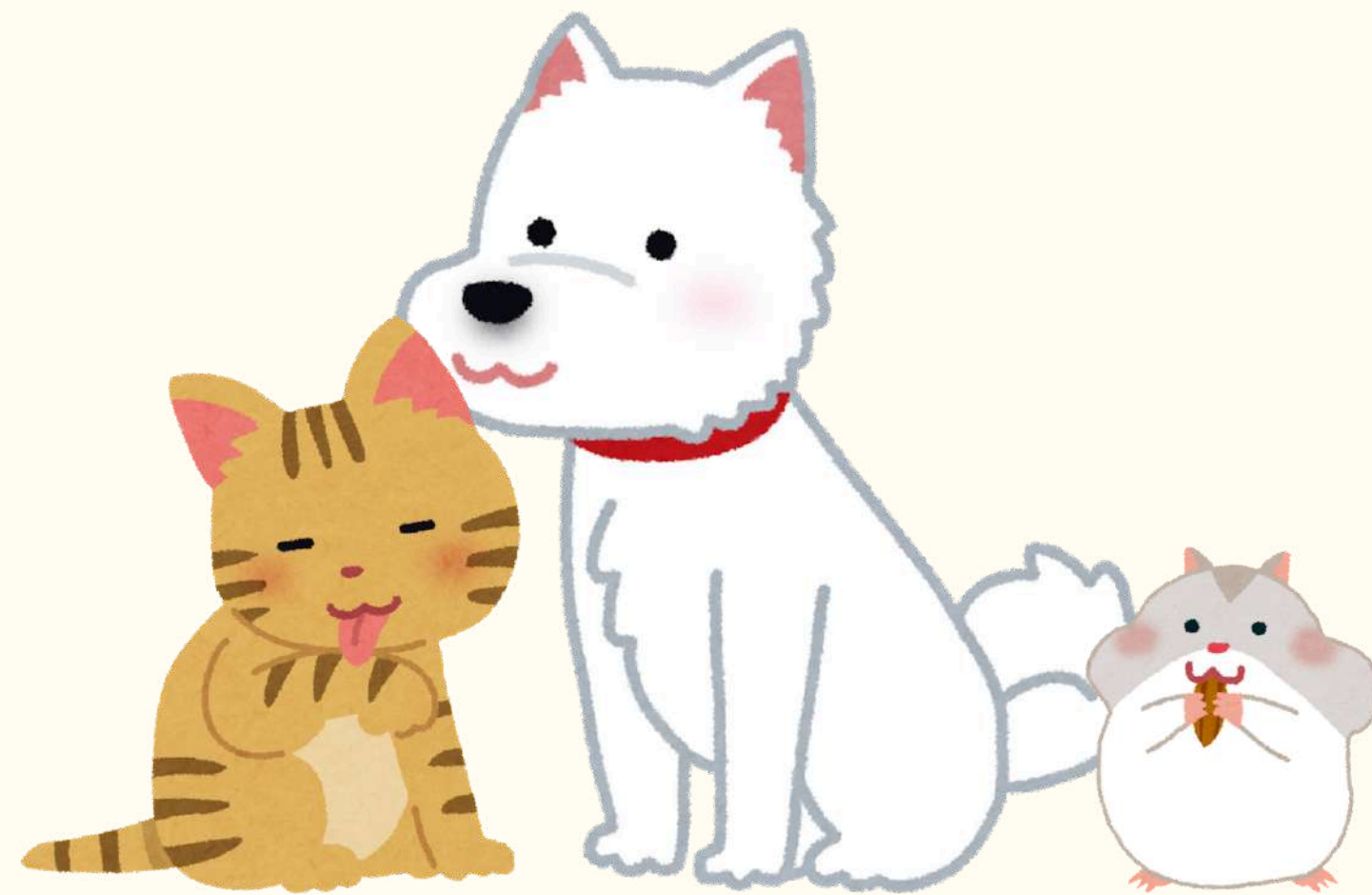
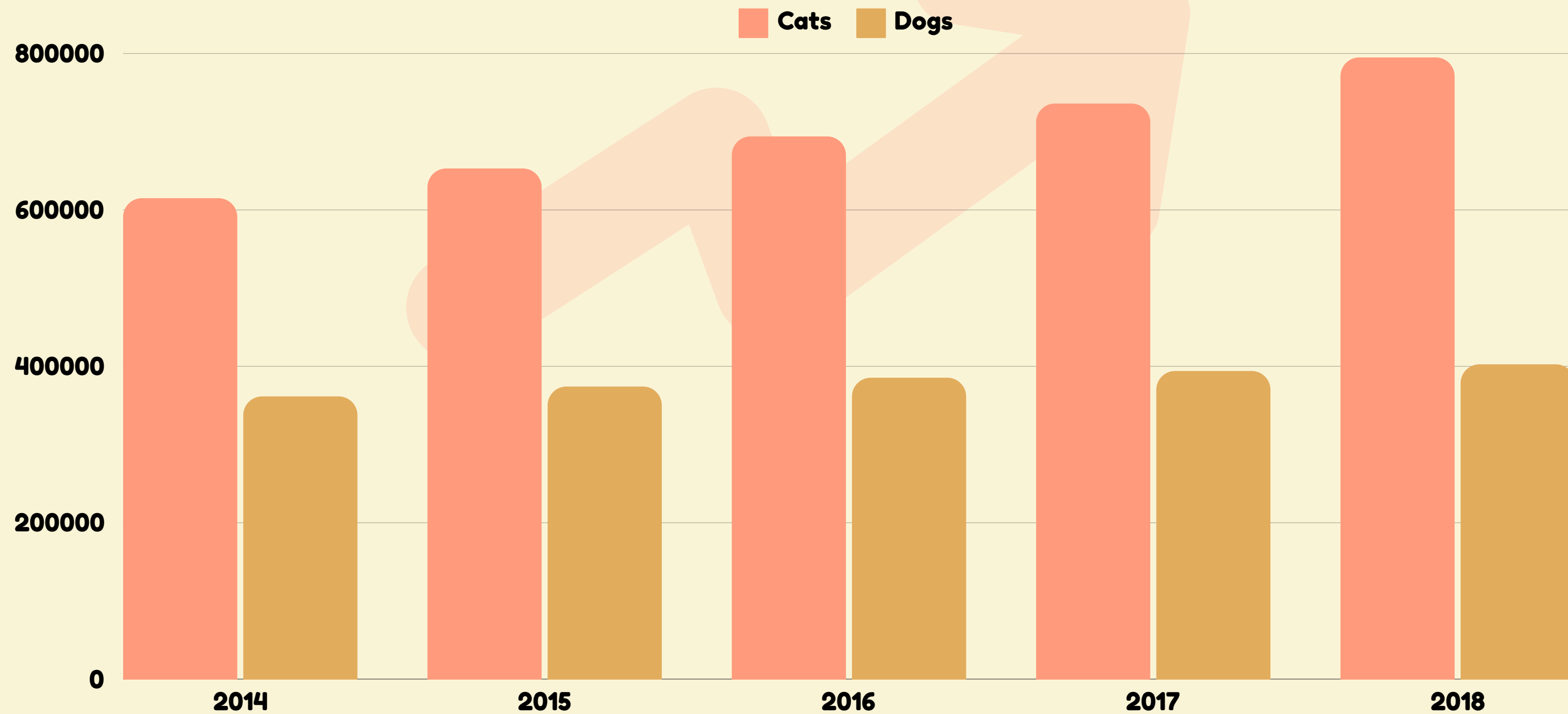


Pets' Food & Supplement Industry in Malaysia



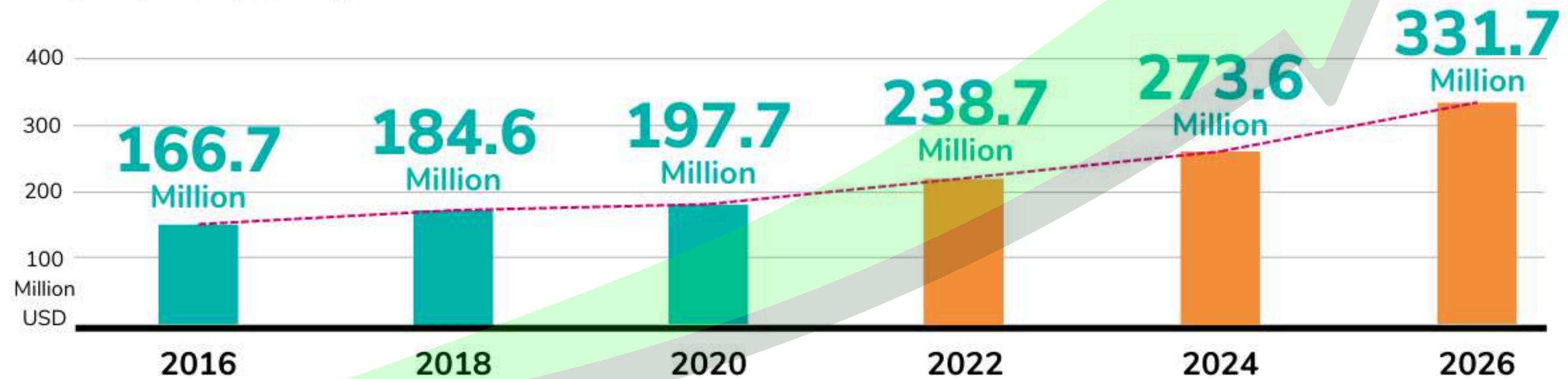
Do you know?

The number of cats and dogs in Malaysia, including pets and strays, have increased consistently over the years

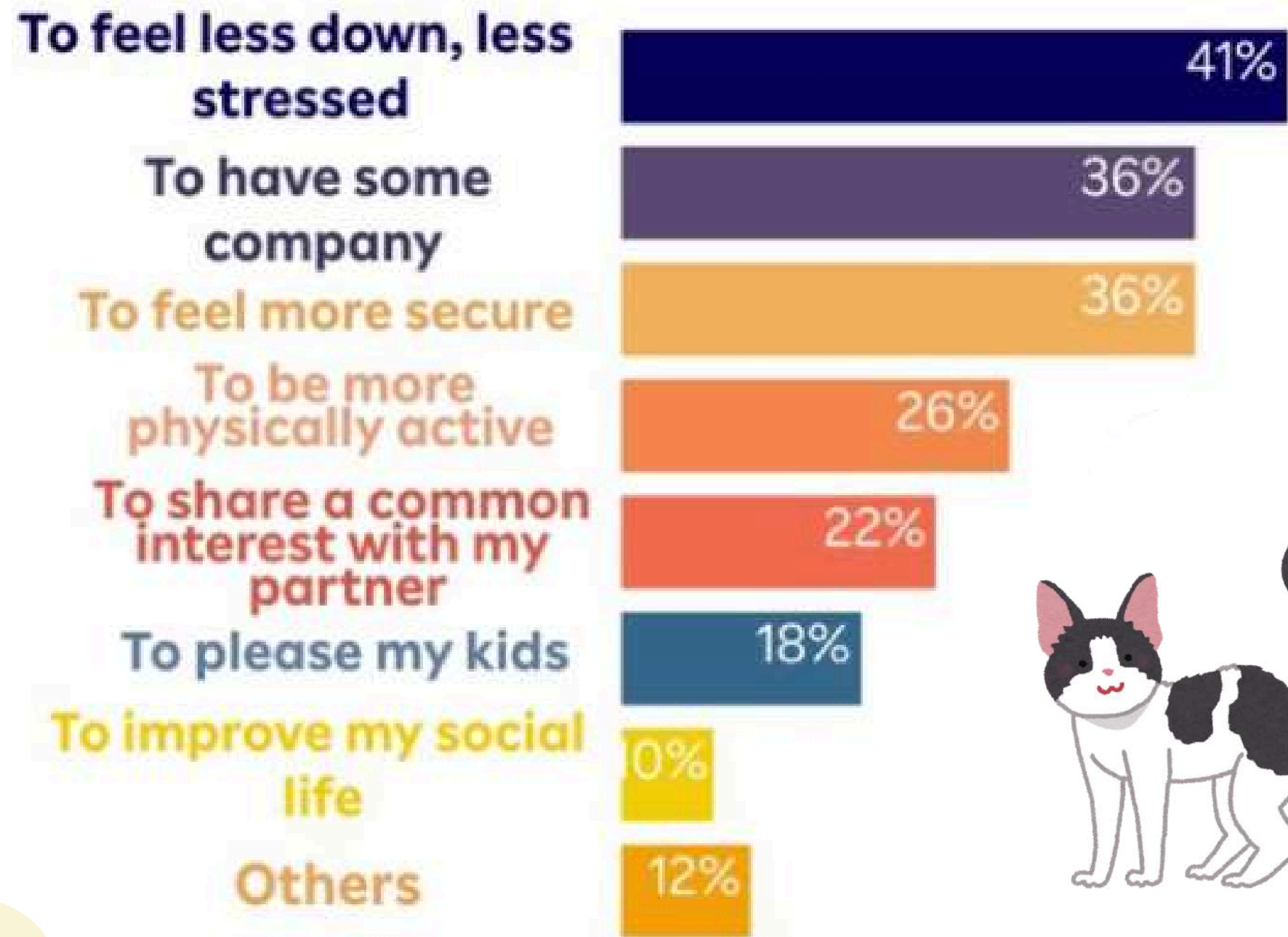


Malaysia Pet Food Market

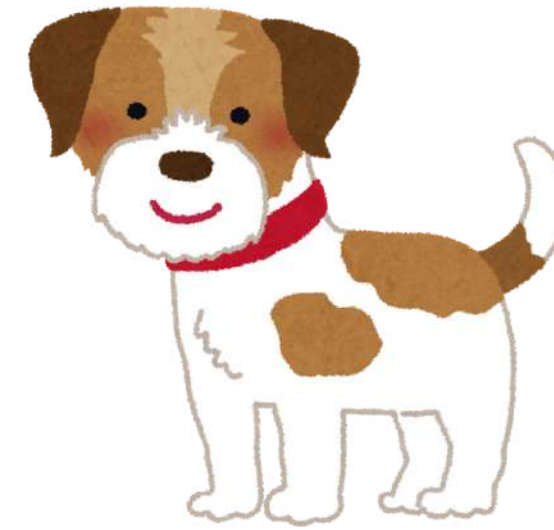
Designed by Petotum | Source by Statista



What were your main motivations to own your pet?



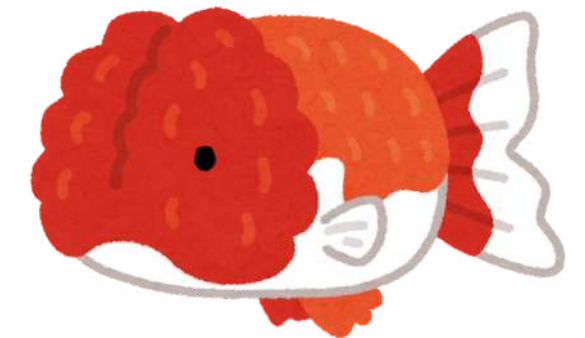
Top 3 Types of Pets



Dogs
32%



Cats
26%



Fish
15%



3 in 5 people own a pet

Type of Pets' Food

Raw & Fresh Prepared Food



Canned Pet Food



Freeze-Dried Pet Food



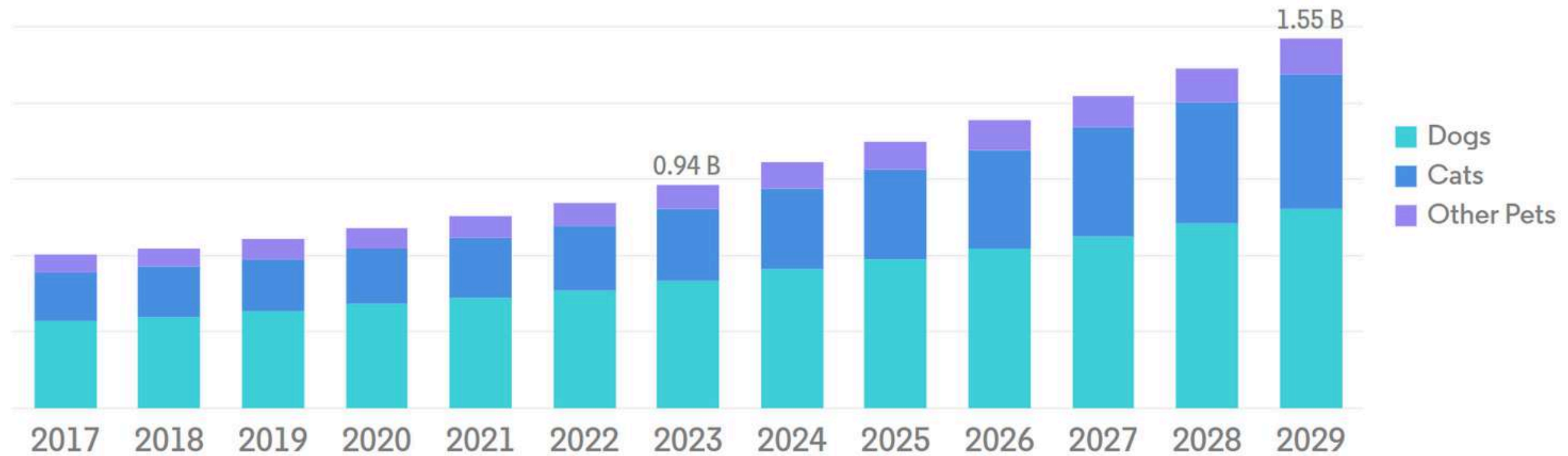
Kiddles Pet Food



Pets' Supplement



Value of Pet Nutraceuticals/Supplements by Pet Type, USD, Asia-Pacific, 2017 - 2029



Source: Mordor Intelligence





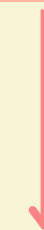
Food Supplements



under DVS
Department of Veterinary
Services Malaysia



Health Supplements



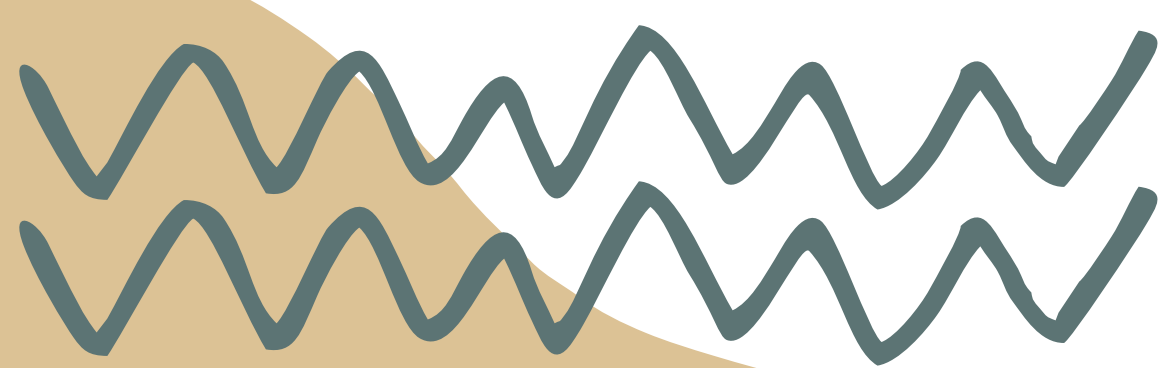
under NPRA

The dietary/ health supplements and herbal/ natural products contain therapeutic claims/ indications. They are considered as Non-Poison (OTC) product.

Example of Pets' Supplement in the Market



Example of Pets' Supplement in the Market



Pet Tech Landscape 2021

Southeast Asia



Source: Online survey with 97,000 respondents By Rakuten Insight

Markets: China, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam

Fieldwork: 2021

Protecting your pets and adventures anytime, anywhere

Get a quote within 2 minutes



Malaysia Pets' Insurances

What are the target functions they looking for?



Behavioral & Calming



Overall Immunity



**Multivitamin/
Multimineral**



Hips & Joint Health



Gut Health



Skin Health



Fur/Hair Reduction

What are the target functions they looking for?

Joint Health: Glucosamine, chondroitin, MSM, and omega-3 fatty acids are common for promoting joint health in pets.

Skin and Coat: Omega-3 and omega-6 fatty acids, vitamin E, and biotin are used for skin health and a shiny coat.

Digestive Health: Probiotics, prebiotics, and digestive enzymes help support gut health.

Immune Support: Vitamins (A, C, E), zinc, and selenium are used to boost immunity.

Calming: Ingredients like L-theanine, chamomile, and valerian root are added for stress relief.

Cognitive Health: Antioxidants, DHA (omega-3), and CoQ10 may support cognitive function in aging pets.

Behavioral & Calming



MaoUp - Mood Enhancer Health Treat - 30 tablets (Cat/Dog)

Origin: Taiwan

Ingredient: Yeast Ferment, GABA, Spine Date Seed, L-Theanine



ZestyPaws Calming Bites™ for Cats

Origin: US

Ingredient: L-Tryptophan, Valerian Root, Chamomile, L-Theanine (Suntheanine), Ashwagandha (Sensoril), Vitamin B1 (Thiamine Mononitrate), Melatonin



NOW Foods, Pets, Pet Relaxant for Dogs/Cats

Origin: US

Ingredient: Valerian, Chamomile, Passionflower, L-Tryptophan

Overall Immunity



MaoUp - Energy Plus CoQ10 Heart Support (>7 yrs old)
Origin: Taiwan
Ingredient: Vitamin B complex, Taurine, Q10, Vitamin E and Niacin



IAMS™ Proactive Health™ Healthy Immune System Supplement
Origin: US
Ingredient: Flours (Wheat, Maize), Glycerine, Wheat Starch, Wheat Gluten, Soybean Meal, Chicken Powder, β-Glucan, Iodised Salt, Vitamins (C, E), Vegetable Oil, Preservatives



NaturVet - MUSHROOM MAX®
Dogs/Cats
Origin: US
Reishi, Shiitake, Turkey Tail, Maitake, Milk Thistle, Vitamin C, Q10, Selenium, Vitamin A, Vitamin E

Milk Replacer



Multivitamin/Multimineral



RM142.94

Zesty Paws- 8-in-1 Multivitamin Bites for Dogs

Origin: US

Ingredient: Ascorbic Acid, Niacin, Vitamin E, Bacillus subtilis fermentation product, Manganese Protein, Thiamine Mononitrate, Riboflavin, Calcium Pantothenate, Pyridoxine, Biotin, Rosemary Extract, Citric Acid, Mixed Tocopherols, Vitamin B12, Folic Acid.



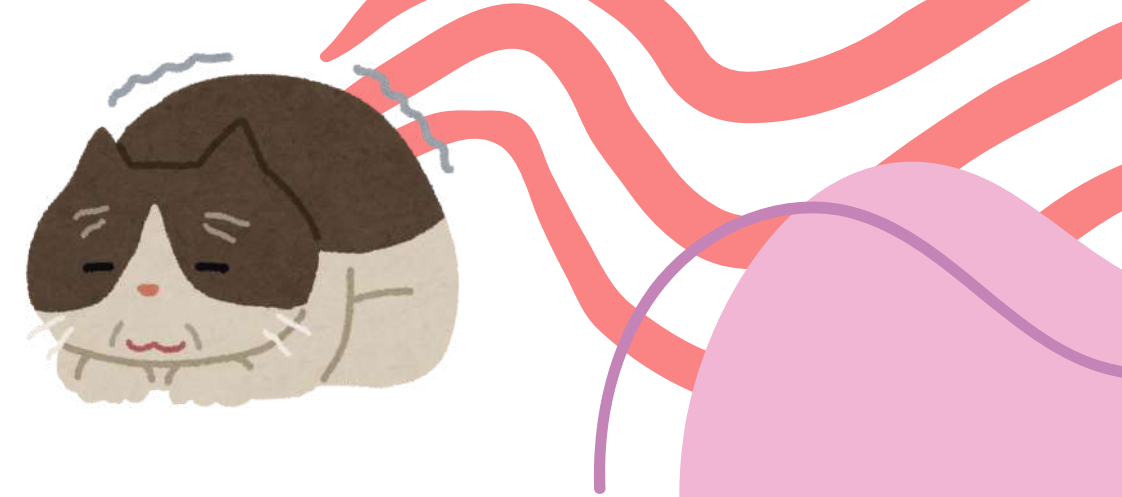
RM65.63

Charlie and Frank, Dog Multi-Vitamin & Mineral, Supports Fresh Breath

Origin: US

Glycerin, Dicalcium Phosphate, Brewers Dried Yeast, Dried Potato Product, Flaxseed, Lecithin, Canola Oil, Parsley Leaf, , Ferrous Sulfate, Niacin Supplement, Vegetable Oil, , Vitamin A Palmitate, Zinc Sulfate, Vitamin E Supplement, dl-Methionine, Beta Carotene, Riboflavin, Thiamine Mononitrate, Vitamin D3 Supplement, Manganese Sulfate, Pyridoxine Hydrochloride, Copper Carbonate, Potassium Iodide, Cobalt Carbonate, Vitamin B12 Supplement.

Hips & Joint Health



RM113.90

MaoUp - Joint Protector Health Treat (Cat/Dog)
Origin: Taiwan
Ingredient: Glucosamine, Chondroitin, Collagen, Green Shell Mussel



RM142.94

Zesty Paws- Hip & Joint Mobility Bites Soft Chews
Origin: US
Glucosamine HCl (Shellfish), Methylsulfonylmethane (OptiMSM®), Chondroitin Sulfate (Porcine), Vitamin C (Ascorbic Acid), Vitamin E (D-Alpha Tocopherol Acetate).



RM60.90

NaturVet - ACHES & DISCOMFORT SOFT
Origin: US
Glucosamine HCl (Shellfish Source)
Yucca schidigera
White Willow Bark
Boswellia serrata
L-Tryptophan

Gut Health



RM100.09

**MaoUp - AB Kefir Probiotics
Digestive Pet Health Booster
Origin: Taiwan**

Ingredient: AB-Kefir, Vegan digestive enzymes, colostrum, Vitamin B complex

Fur Reduction

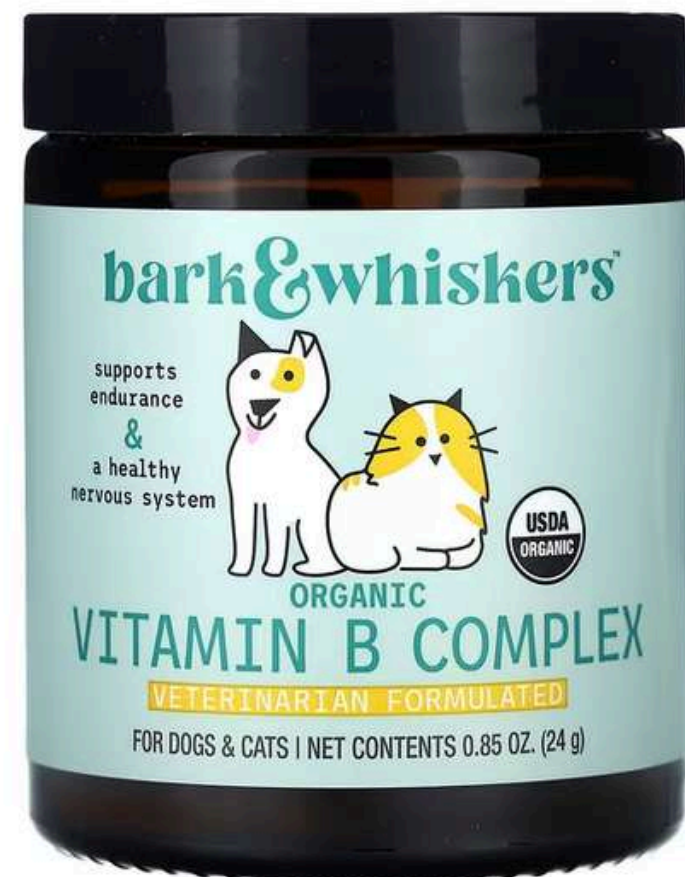


RM40.00

**Pet Naturals, Hairball, For Cats, All Sizes, 30 Chews
Origin: US**

- Ingredient: Psyllium Fiber - Supports GI tract health and function
- Omega Fatty Acids - Supports skin hydration and digestive health
- Cranberry Powder- A source of powerful antioxidants





What can provide?

NEXUSWISE
Health Ingredients - Wise Solutions



Further studies needed on Pets applicability

taste bud of pets?

savoury? sweet? herby&earthy?



brewer yeast



chicken stock



pumpkin powder



cheese powder



beef/bacon powder



fish stock powder

Remark

Supplements are easy when they're real food. Mix in the bowl or sprinkle right on top!

But, hey, go slow and work up to the recommended daily serving. And, yes, supplements are tasty, but not full meals. Your pet still needs to eat their regular dinner.

